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January 21, 2026

Erik Zandvliet, TE
City Traffic Engineer
City of Manhattan Beach
1400 Highland Avenue
Manhattan Beach, CA 90266

Re: City Parking Management Study

Dear Mr. Zandvliet:

Walker Consultants is pleased to submit this draft of the *City Parking Management Study*. In this report, we have reviewed existing parking records and operations, reviewed the existing parking supply, conducted a comprehensive analysis of existing parking conditions based on data collected in the Summer and Fall of 2024, provided an analysis of future parking conditions and sources of future parking demand, and provided recommendations for parking management strategies and a strategy toolkit moving forward. This document constitutes the master deliverables for the Scope of Services for this project.

Sincerely,

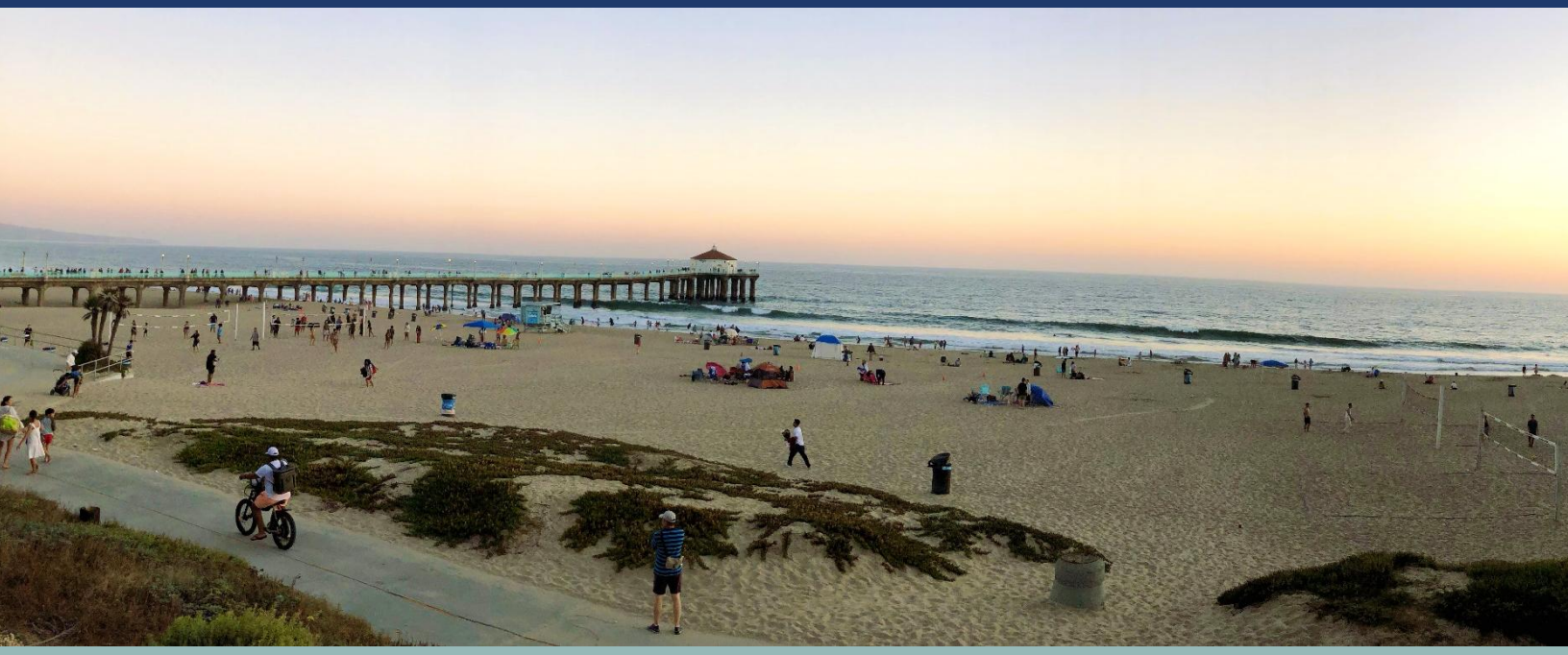
WALKER CONSULTANTS

Jeff Weckstein
Senior Consultant

Drew Wilsey, AICP
Planner

Steffen Turoff,
Principal in Charge

WALKER CONSULTANTS



MANHATTAN BEACH CITY PARKING MANAGEMENT STUDY

DRAFT

JANUARY 2026

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01 EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

This Citywide Parking Management Study is an analysis of current and future parking demand in Manhattan Beach's Downtown and North End business districts. The city's goal is to conduct these analyses and, as necessary, update policies approximately every 10 years. The last parking study conducted for the city was completed in 2008. This current study was delayed in part by the impacts of COVID-19.

The Study and recommendations were developed in recognition of the crucial role that the combined 2,000± public parking spaces in these two districts play in supporting residents' quality of life, the city's businesses, the city's multimodal needs, the costs to operate and manage public parking spaces, and the revenue that they generate.

As part of this effort, the Study has built on other recent and ongoing land-use plans and studies to support a new vision for sustainable growth, multimodal access, and economic vitality while minimizing auto congestion and its associated impacts. The Study recognizes evolving technology and future trends in parking systems, management strategies, and service delivery.

The most important factor in a public parking system is the availability of parking spaces for those who need them; an 85% to 90% occupancy rate demonstrates a well-utilized system, but it also shows some availability for those seeking a parking space. A parking occupancy rate of 90%+ is effectively full. Finding the last 10% or fewer available spaces may be nearly impossible, or they may be restricted for ADA placards, loading, or other reasons that make them unavailable to most members of the public.

The study identified impacted parking conditions in both Downtown and the North End during summer weekends (the busiest periods). For example, during the busiest times of day on summer weekends, parking demand exceeded 96% Downtown and 98% in the North End; during the busiest times of the year, effectively no parking was available to the driving public who arrived during these times. Parking conditions during off-season weekends, particularly Downtown, were only slightly better. Fridays and Saturdays in October saw parking occupancies exceeding 90%.

On summer weekdays, parking occupancy ranged from 85-93% during the busiest times of the day, indicating little available parking to the driving public.

Conversely, on typical weekdays in the off-season, peak parking occupancy in Downtown was typically in the low to mid 80s(%), and in North Manhattan Beach, peak parking occupancies were around 65%. North Manhattan Beach experiences higher seasonal variability, with high summer occupancies and manageable off-peak occupancies. Downtown, while experiencing a noticeable summer peak, appears to experience consistently high parking demand related to the existing supply throughout the year.

This study also analyzed unmet parking demand and future parking demand in the study areas. Both study areas experienced traffic congestion during summer peaks, with vehicles queuing at traffic signals to enter both the Downtown and North Manhattan Beach, and vehicles visibly circulating for parking spaces.

The analysis of unmet demand revealed that it is not just excess beach parking demand on summer weekdays and weekends in Downtown; the data collection also indicates unmet demand during the fall season, when beach parking does not spill into Downtown. Thus, there is an unmet commercial parking demand (for customers and employees) that occurs throughout the year in Downtown. The future conditions assessment included a recommendation of 295 additional public parking spaces in Downtown and 80 in North Manhattan

Beach to accommodate future parking needs on weekdays in the off-season. Providing parking to accommodate peak summer weekend parking is not recommended.

The Study concludes with a recommended strategy tool kit, which has been reviewed by city staff, city council, and the Parking and Public Improvements Commission (PPIC). In the following table, each strategy is summarized in brief, along with a relative timeline and cost.

Table ES-1 Summary of Strategies

Short-Term Parking Strategy Summary				
Strategy		Implementation Timeline	Level of Investment	Council Direction:
1.1	Increase on-street rates relative to off-street, align with market conditions	Short-term	$	Passed
2.1	Modify off-street time limits	Medium-term	$	Passed
3.1	Implement mobile payment application for parking	Short-term	$$$	Passed - Directed staff to bring back information indicating the current Wi-Fi signal strength and to ensure that all related equipment is properly calibrated.
3.2	Replace individual meters with multi-space kiosks	Medium-term	$$	Passed
4.1	Implement public on-street valet	Medium-term	$$$	Passed - Directed staff not to rule out the future implementation of public on-street valet in the North End, contingent upon potential City Council support.
5.1	Shared Parking	Short-term	$	Passed
Long-Term Parking Strategy Summary				
Strategy			Level of Investment	Council Direction:
6.1	Update parking webpage	Short-term	$	Passed
6.2	Evaluate ways to provide parking information including implementation of Citywide Wayfinding Program	Medium-term	$$	Passed
6.3	Implement an app-based Automated Parking Guidance System (APGS)	Medium-term	$$$	Passed
7.1	Implement a flexible employee parking pass or bundled daily passes. (FURTHER STUDY REQUIRED)	Short-term	$-$$	Passed - Directed staff to conduct further study on the item and consider prioritizing it moving forward.
7.2	Increase merchant permit parking rates. (FURTHER STUDY REQUIRED)	Short-term	$	Passed - Directed staff to phase in the increase of merchant permit parking rates, subject to further study.
8.1	Improve/expand the RPPP in consultation with stakeholders	Short-term	$	Passed

Table ES-1 Summary of Strategies (continued)

Enforcement, Dynamic Pricing, and Loading Strategy Summary				
Strategy			Level of Investment	Council Direction:
9.1	Shift parking enforcement hours one hour later during the peak season.	Short-term	$	Passed
10.1	Adopt License Plate Reader (LPR) technology for enforcement.	Medium-term	$$$	Passed
10.2	Transition to virtual commercial, merchant, and residential permits and an online application process.	Medium-term	$$$	Passed - Directed staff to further explore transitioning to virtual commercial, merchant, and residential permits, particularly for individuals who operate multiple vehicles.
10.3	Implement smart parking software and real-time data.	Medium-term	$$	Passed
11.1	Gather information on existing commercial delivery vehicle access and loading needs/challenges.	Short-term	$	Passed
11.2	Limit comm. deliveries/loading activity to early morning/Sundays.	Short-term	$	Passed - Directed staff to ensure appropriate stakeholders are included in the task force.
11.3	Create additional Flexible Loading Zones (FLZs)	Medium-term	$	Passed

Future Parking Supply & Funding Options Strategy Summary				
Strategy			Level of Investment	Council Direction:
12.1	Remove parking minimum requirements and establish maximum parking requirements in the Commercial District.	Medium-term	$	Failed
12.2	Evaluate the parking-in-lieu fee program.	Short-term	$	Passed
13.1	Review on-street parking supply.	Short-term	$$$	Passed
13.2	Increase supply in parking garages and lots.	Medium-term	$$$	Passed
13.3	Construct new parking facilities in existing and new public properties.	Long-term	$$$	Passed - Directed staff to bring this issue forward along with the Project Pulse item in January, in order to better understand the challenges such as timing, financial impacts, and regulatory uncertainties, associated with pursuing the short-term parking option and its effect on maintaining project momentum.
13.4	Pursue public-private partnerships to construct new parking supply on private property.	Long-term	$$	Passed
14.1	Establish a Parking Benefit District and/or Parking Authority.	Long-term	$	Passed
15.1	Implement a Transportation Impact Fee.	Long-term	$	Passed

Table ES-1 Summary of Strategies (continued)

Bicycle Parking, Micromobility, and TDM Strategy Summary				
Strategy			Level of Investment	Council Direction:
16.1	Expand short- and long-term secure bicycle parking facilities.	Long-term	$$	Passed
16.2	Establish a bike valet service to provide secure parking for event attendees, residents, and visitors during seasonal peaks.	Short-term	$	Passed - Directed staff to explore the feasibility of implementing a bike valet service.
17.1	Implement a docked electric bicycle-share program to reduce vehicle parking demand.	Short-term	$$$	Passed - Directed staff to explore the feasibility of a docked electric bicycle-share program, including the possibility of a pilot program and addressing any associated concerns.
18.1	Recommend social media strategies and other marketing efforts to reduce parking demand.	Short-term	$	Passed
19.1	Evaluate the feasibility of on-demand microtransit to allow more local, short trips without a car.	Short-term	$$$	Passed
20.1	Identify remote public parking options and shuttle transportation services.	Short-term	$$	Passed
21.1	Consider offering discounted employee rideshare services to reduce parking demand.	Medium-term	$$$	Passed

02 EXISTING CONDITIONS

EXISTING CONDITIONS

INTRODUCTION & BACKGROUND

Since the City of Manhattan Beach was incorporated, the City's historic and small-town character, beautiful beaches, and recreational opportunities have attracted residents and visitors alike. As the City continues to attract residents and visitors, the City faces considerable vehicle congestion and parking challenges that have noticeably affected the Downtown's streetscapes, parking facilities, and the overall public realm.

In 2024, the City embarked on a Citywide Parking Management Study as an update to the 2008 Downtown Parking Management Plan. The purpose of the study is to assess existing parking conditions and evaluate the effectiveness of parking management practices.

Previous Parking Studies

The City of Manhattan Beach has conducted numerous parking studies to understand the impacts of parking and traffic demand and how they have changed over time. In the 1950s, three parking assessment districts were created to serve the Downtown area. Key studies include:

- **1983** – The City prepared the Downtown Parking and Traffic Circulation Report, which supported the change in land use codes to allow for small-scale developments without parking requirements.
- **1990** – The City prepared an update to the report, the Downtown Parking Study Update, which determined opportunities to increase the parking supply and implement parking management strategies.
- **1996** – The City prepared a more detailed Downtown Strategic Plan and Manhattan Beach Parking Management Plan Report with additional recommendations for increased efficiency of parking assets.
- **1998** – The City updated the Local Coastal Plan, which contains policies regarding public parking and coastal access.
- **2003** – The City adopted the General Plan Update.
- **2008** – The City's Community Development Department prepared a Downtown Parking Management Plan.
- **2023** – The City conducted a parking study for the Long-Term Outdoor Dining Program, prepared by Fehr and Peers.
- **2024** – The City embarked on this Citywide Parking Management Study as an update to the 2008 Downtown Parking Management Plan.

Existing Operations and Management

The City of Manhattan Beach actively manages its parking through paid parking, permit programs, a variety of transportation demand management (TDM) programs, and parking enforcement.

The Traffic Engineering Division is responsible for managing parking operations for on-street and off-street public parking and administering parking permit programs, including residential and commercial parking permits. These programs include the following areas within the City limits:

- Downtown Area (residential and commercial permits)
- North Manhattan Beach Business District
- Mira Costa Area (residential permit program)

Overnight parking permits are available in the El Porto/45th Street Lot, Bruce's Beach/26th Street Lot, and the Upper Pier Lots (residential permits). Public parking areas are enforced from 5:30 am to 11:00 pm every day of the week in proactive enforcement areas, which include Downtown, North Manhattan Beach, and in timed parking areas.

Time is tracked manually by chalking tires. Tickets are generated using Nforcers ticketing devices and TurboData software. Parking enforcement is carried out by part-time Community Service Officers, who work closely with Area Traffic Officers and Neighborhood Watch Block Captains to address parking issues and increase compliance.

Permit Parking

Commercial Parking Permit Program

The City of Manhattan Beach has five parking permit programs as described below:

- **Monthly Metlox Merchant Permit -** (Metlox Garage, with overflow parking in Lot 3 and Lot 7) – Monthly permits are available for $27.00 per month, with 95 permits available on a first come, first served bases beginning on the 25th of the month.
- **Bi-Annual Metlox Merchant Permit** - Bi-annual permits are available for $160.00 and are renewed every 6 months (January 1-June 30 and July 1-December 31).
- **Lot 1, Lot 2 and Lot 4 Merchant Permits -** Bi-annual permits are available for $160.00 and are renewed every 6 months (January 1-June 30 and July 1-December 31).

Residential Parking Permit Programs

The City has three residential parking permit programs intended to prioritize resident parking in neighborhoods as described below:

- **Downtown Resident Permit** – the Downtown Resident Permit Program, which includes a portion of the Downtown study area, provides households with two non-transferrable parking hangtags for vehicles registered to occupants and one guest hangtag. Permits are valid for the current two-year period. Permits cost $15.00 for the first hangtag and $5.00 for up to two additional hangtags.

- **Mira Costa Resident Permit** – The Mira Costa Resident Permit Program provides households with three non-transferrable parking hangtags for vehicles registered to occupants. Permits are valid during the school year for the current two-year period. Permits cost $15.00 for the first hangtag and $5.00 for up to two additional hangtags.
- **Overnight Parking in Beach Lots** – Residential parking permits are available for residents in the Upper Pier Lots, the Bruce Beach/26th Street Lot, and the El Porto/45th Street Lot. Overnight permits are valid for a variety of hours depending on the parking lot. Each household may receive up to two parking hangtags. Permits cost $30.00 and are renewed quarterly (every three months).

Parking Pricing

On-Street Parking

Metered parking on-street costs $2.00 per hour.

Off-Street Parking

Parking rates at City-managed lots and garages range between $2.00 and $2.50 per hour, with time limits ranging from 2 to 10 hours.

Parking Rules and Regulations

Most common parking violations in the City of Manhattan Beach are cited a fine of $53. More egregious violations that impede traffic safety such as parking in a fire line or blocking an intersection are cited fines of $111 and $118, respectively. Other serious parking violations, such as parking of oversized vehicles/trailers or parking in an ADA space without a placard have higher fees as well ($149 and $338, respectively).

EXISTING PARKING CONDITIONS

Study Area

The figures on the following pages show the Downtown and North Manhattan Beach parking study areas.

Figure 1: Downtown Public Parking Facilities Studied

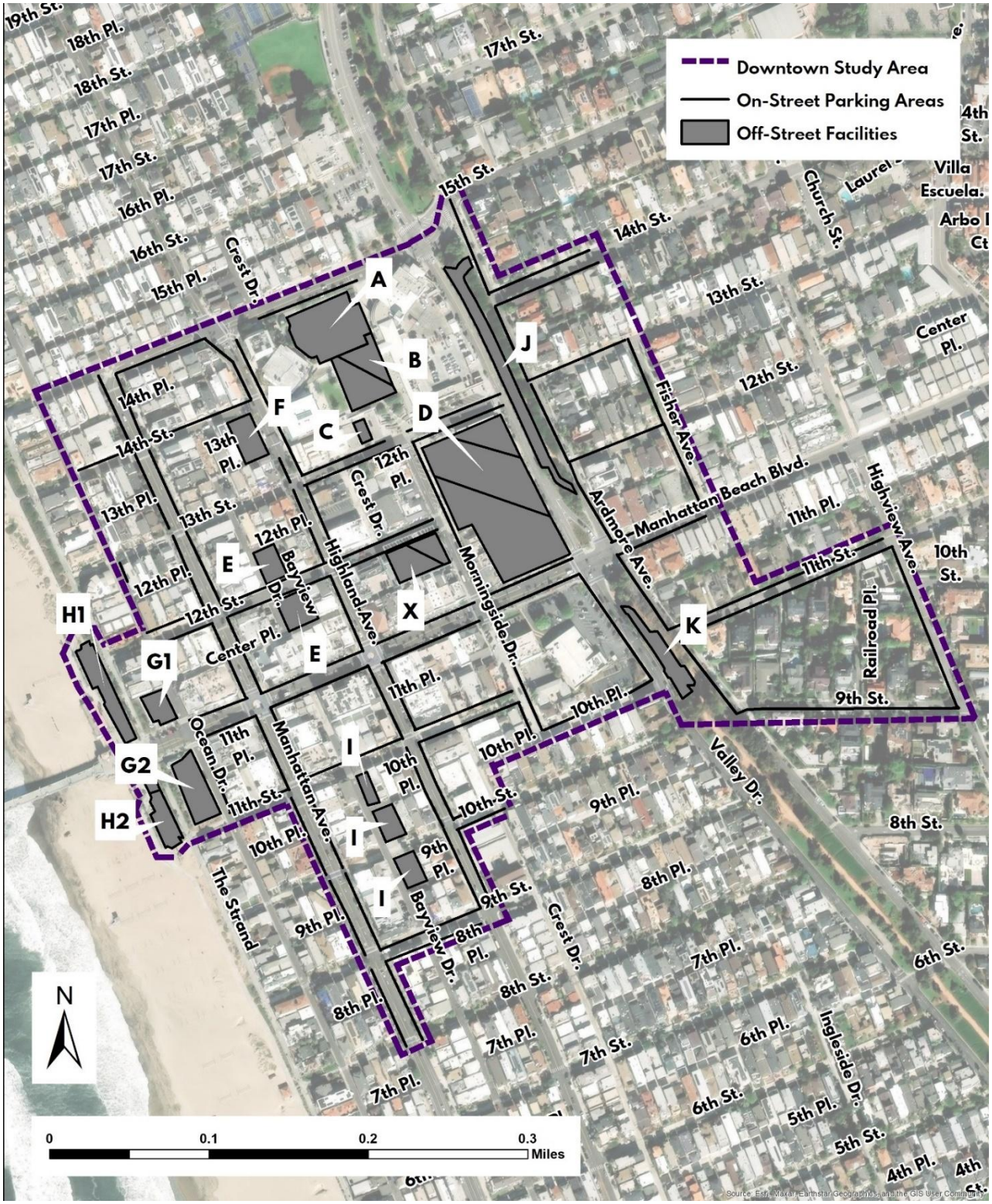


Figure 2: Map of North Manhattan Beach Public On-Street and Off-Street Parking Facilities Studied

Methodology

The project team conducted a detailed inventory of the on-street parking, public surface parking lots, and public parking garages in Downtown and North Manhattan Beach. Inventory data for the parking garages were provided by City staff and confirmed in the field by Walker staff.

The project team also conducted peak season occupancy counts for on-street and off-street parking facilities in summer 2024 on the following six dates:

- Thursday, July 18, 2024
- Friday, July 19, 2024
- Saturday, July 20, 2024
- Thursday, July 25, 2024
- Friday, July 26, 2024
- Saturday, July 27, 2024

Walker conducted off-peak season occupancy counts for on-street and off-street parking facilities in fall 2024 on the following six dates:

- Thursday, October 10, 2024
- Friday, October 11, 2024
- Saturday, October 12, 2024
- Thursday, November 7, 2024
- Friday, November 8, 2024
- Saturday, November 9, 2024

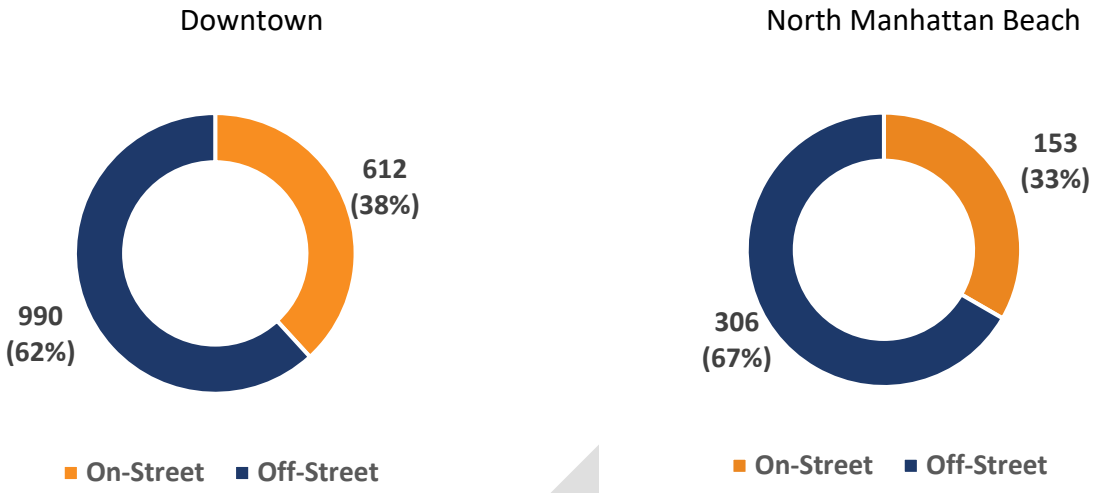
These dates were considered typical weekdays and Saturdays in Manhattan Beach during the summer and fall season, respectively. On both the weekday and the weekend, Walker conducted a set of 14 counts at hourly intervals throughout the day between 8:00 a.m. and 9:00 p.m.

Inventory

During this study, Downtown had a total of 1,678 public parking spaces during the summer observation period and 1,602 public parking spaces during the fall observation period, with the decrease being mostly due to the removal of Lot 3 from the system (fall Downtown inventory shown below).

North Manhattan Beach had a total of 459 public parking spaces within the North Manhattan Beach study area (North Manhattan Beach inventory shown below).

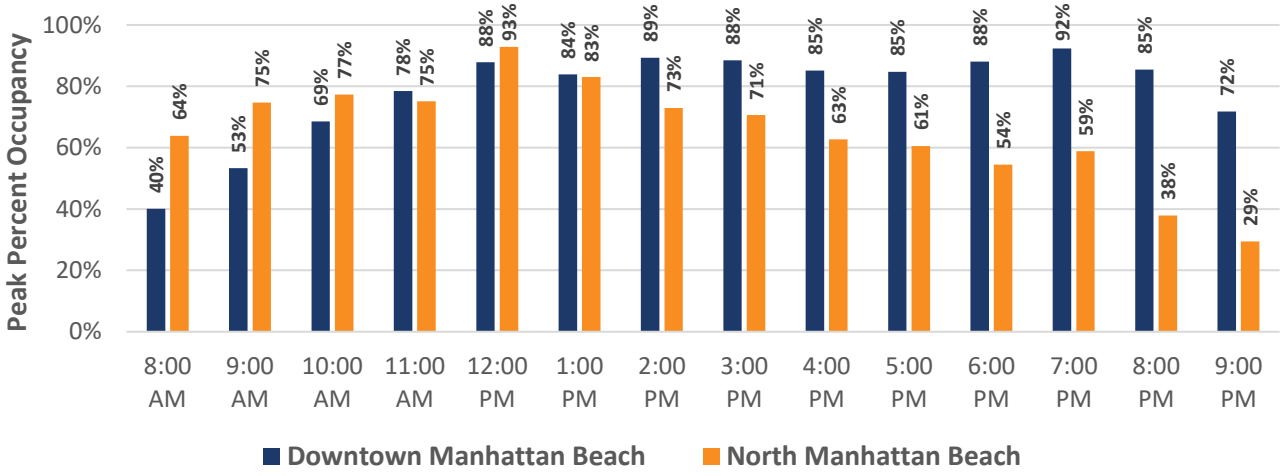
Figure 3: Downtown and North Manhattan Beach Public Parking Inventory



Summer Occupancy by Study Area

The figure below shows weekday systemwide parking occupancy in the Downtown and North Manhattan Beach study areas in summer.

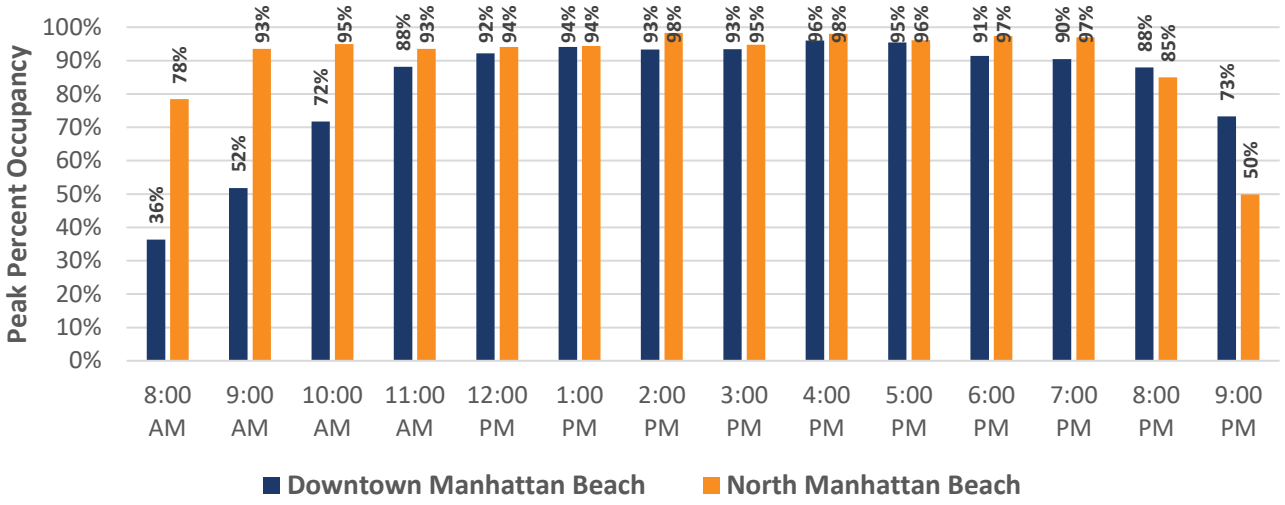
Figure 4: Summer Peak Percent Occupancy by Time of Day and Study Area (Weekday)



During the summer, the weekday systemwide peak for Downtown was observed on Friday, July 26, 2024 at 7:00 p.m. (92%), while the corresponding peak for North Manhattan Beach was observed on Friday, July 19, 2024 at 12:00 p.m. (93%).

The figure below shows weekend systemwide parking occupancy in the Downtown and North Manhattan Beach study areas in summer.

Figure 5: Summer Peak Percent Occupancy by Time of Day and Study Area (Weekend)



During the summer, the weekend systemwide peaks for both Downtown and North Manhattan Beach were observed on Saturday, July 20, 2024 at 2:00 p.m. (96%) and 4:00 p.m (98%), respectively.

Summer Systemwide Occupancy

The figure below shows the day and time of systemwide peak parking occupancy observations and the corresponding systemwide parking occupancy during the summer.

Days highlighted in blue indicate the observed summer peak weekday by study area, while days highlighted in blue-grey indicate the observed summer peak weekend by study area.

Figure 6: Peak Summer 2024 Occupancy by Observation Day

Study Area	Peak Weekday Percent Occupancy				Peak Weekend Percent Occupancy	
Downtown	Thursday, July 18 1 PM	Friday, July 19 2 PM	Thursday, July 25 7 PM	**Friday, July 26 7 PM**	**Saturday, July 20 4 PM**	Saturday, July 27 2 PM
	89%	88%	90%	**92%**	**96%**	95%
North Manhattan Beach	Thursday, July 18 1 PM	**Friday, July 19 12 PM**	Thursday, July 25 1 PM	Friday, July 26 5 PM	**Saturday, July 20 2 PM**	Saturday, July 27 2 PM
	86%	**93%**	89%	89%	**98%**	98%

The figure below shows the actual number of available parking spaces within each study area (on-street and off-street combined) during the absolute peak day and averaged across all days during the summer.

Figure 7: Number of Surplus Parking Spaces in Summer by Study Area (Peak Day and Average)

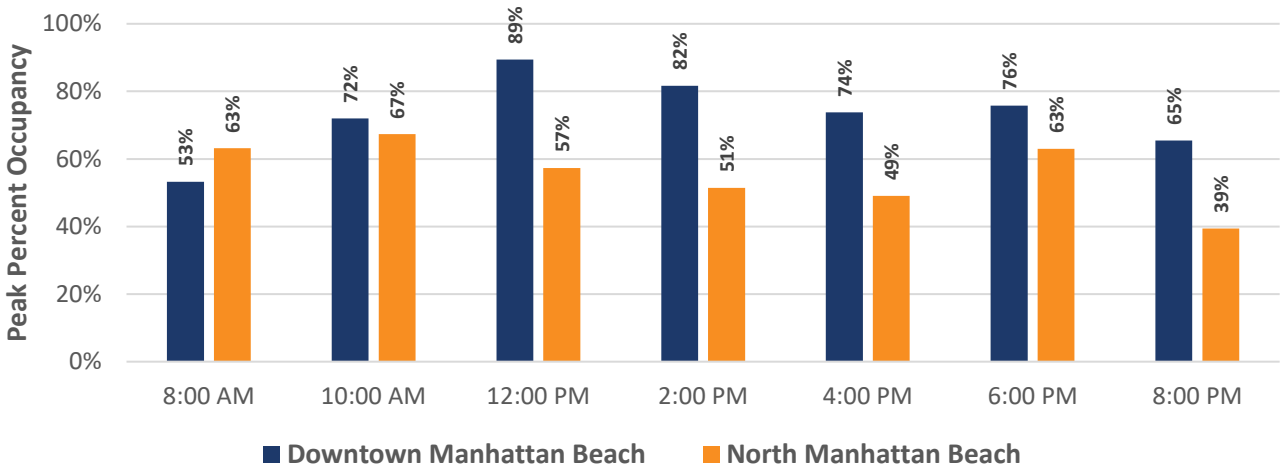
Study Area	Minimum Surplus at Peak Time and Day	Average Surplus at Peak Time (Average Across Days)
Downtown	67	138
North Manhattan Beach	8	36

The parking system in both study areas was effectively full and experiencing a deficit during peak times in the summer. Any remaining available parking spaces were restricted to particular uses or users, such as short-term loading, ADA, residential permit zone, or reserved.

Fall Occupancy by Study Area

The figure below shows weekday systemwide parking occupancy in the Downtown and North Manhattan Beach study areas during the peak days in fall.

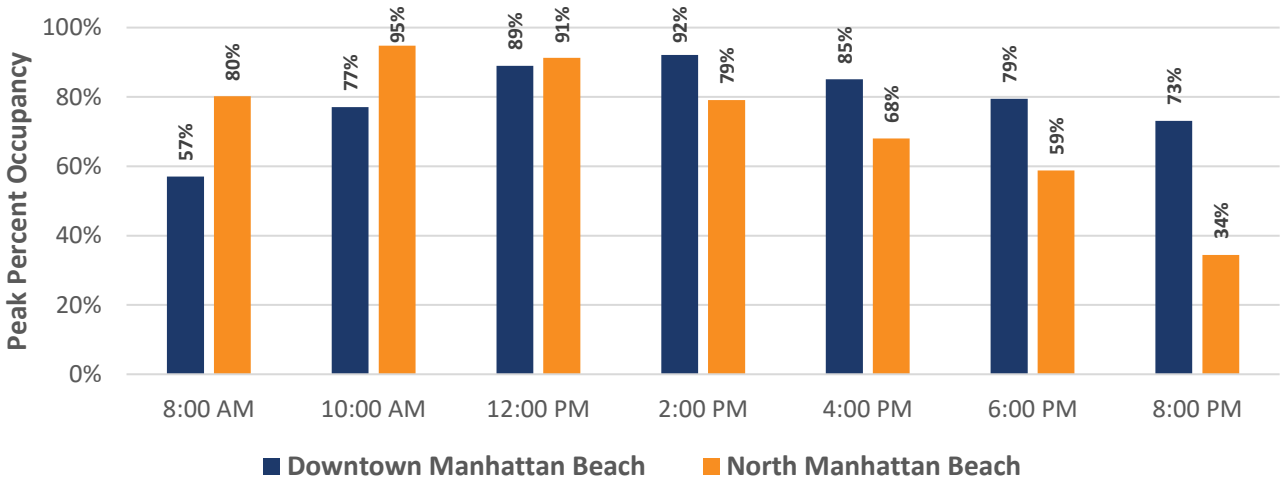
Figure 8: Fall Peak Percent Occupancy by Time of Day and Study Area (Weekday)



During the fall, the weekday systemwide peak for Downtown was observed on Friday, November 8 at 12:00 p.m. (89%), while the corresponding peak for North Manhattan Beach was observed on Friday, October 11 at 10:00 a.m. (67%).

The figure below shows weekend systemwide parking occupancy in the Downtown and North Manhattan Beach study areas during the peak days in the fall.

Figure 9: Fall Peak Percent Occupancy by Time of Day and Study Area (Weekend)



During the fall, the weekend systemwide peak for Downtown was observed on Saturday, November 9 (92%), while the corresponding peak for North Manhattan Beach was observed on Saturday, October 12 (95%).

Fall Systemwide Occupancy

The figure below shows the day and time of systemwide peak parking occupancy observations and the corresponding systemwide parking occupancy during the fall.

Days highlighted in teal indicate the observed fall peak weekday by study area, while days highlighted in blue-grey indicate the observed fall peak weekend by study area.

Figure 10: Peak Fall Occupancy by Observation Day

Study Area	Peak Weekday Percent Occupancy				Peak Weekend Percent Occupancy	
Downtown	Thursday, October 10 12 PM	Friday, October 11 12 PM	Thursday, November 7 12 PM	**Friday, November 8 12 PM**	Saturday, October 12 2 PM	**Saturday, November 9 2 PM**
	84%	81%	83%	**89%**	87%	**92%**
North Manhattan Beach	Thursday, October 10 12 PM	**Friday, October 11 10 AM**	Thursday, November 7 8 AM	Friday, November 8 10 AM	**Saturday, October 12 10 AM**	Saturday, November 9 10 AM
	67%	**67%**	60%	65%	**95%**	83%

The table below shows the actual surplus of parking spaces within each study area (on-street and off-street combined) during the absolute peak day and averaged across all days during the fall.

Figure 11: Number of Surplus Parking Spaces in Fall by Study Area (Peak Day and Average)

Study Area	Minimum Surplus at Peak Time and Day	Average Surplus at Peak Time (Average Across Days)
Downtown	127	225
North Manhattan Beach	24	125

In the fall, even at the peak, there was some parking availability within each study area.

Comparison of 2024 and 2008 Parking Utilization

Summer parking utilization observations in 2024 were similar to those of summer 2008, with a few noteworthy differences.

In terms of similarities, Walker found that weekday and weekend usage is very similar in both seasons. On weekdays in summer, on-street spaces reach 85% occupancy by 11:00 a.m. and remain effectively full until 6:00 p.m. on weekends, commercial on-street spaces reach 85% occupancy by 12:00 p.m. and remain full until 9:00 p.m. Another common finding in both 2024 and 2008 is that vehicles often park beyond the paid time limit at metered spaces. In addition, free residential parking attracts employee parkers, resulting in overflow parking in most residential on-street areas near Downtown (both in summer and in fall).

However, Walker identified some important differences between parking utilization findings in 2024 and 2008. In the summer of 2008, peak systemwide parking demand was observed between 1 p.m. and 5 p.m., whereas in the summer of 2024, peak weekday demand occurred over a longer period, between 1 p.m. and 7 p.m. Another noteworthy difference between 2024 and 2008 observations is that peak fall parking demand in 2024 was similar to that of peak summer demand on both weekdays and weekends.

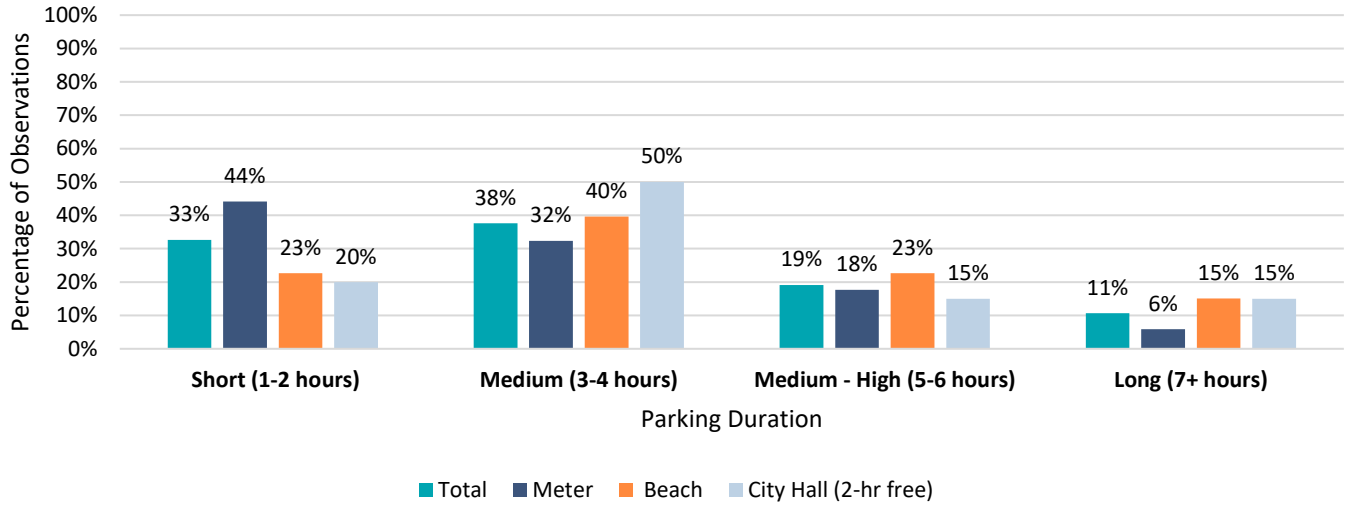
Parking Length of Stay

Walker collected parking duration data on an hourly basis in North Manhattan Beach between 8:00 am and 9:00 pm (14 hours of consecutive data) on both weekdays and weekends during the summer.. In Downtown, the City Hall lot and metered spaces typically have 2-hour time limits and the beach lots have a 5-hour time limit. In North Manhattan Beach, metered spaces typically have 2-hour time limits, the beach lots have a 5-hour time limit, and unrestricted spaces have no time limits.

Downtown

The figure below provides a visual representation of parking duration observations during the peak day and time in Downtown by parking restriction type or parking facility.

Figure 12: Parking Duration by Restriction Type or Parking Facility (Downtown)

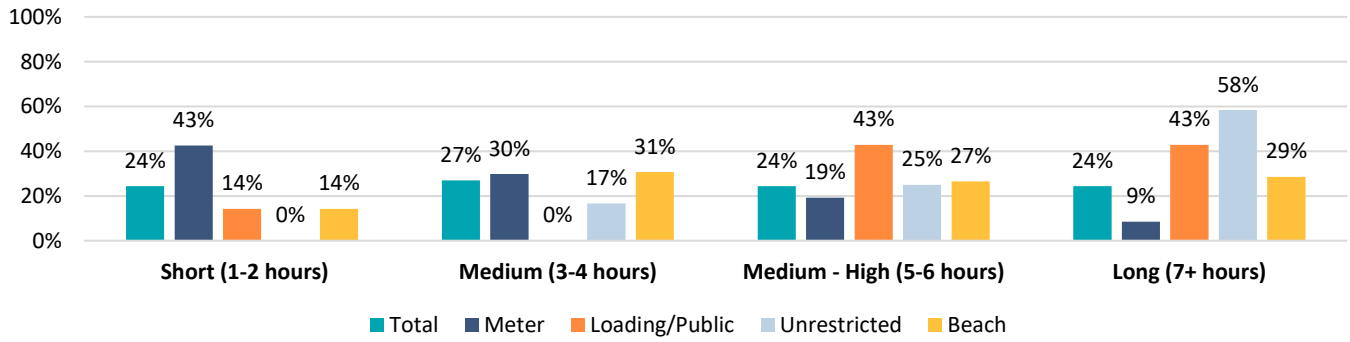


In Downtown, the highest percentage of long parking durations were observed in the beach lot. Metered parking spaces had the highest percentage of total observed parking violations (56 percent were parked in violation of the 2-hour time limit).

North Manhattan Beach

The figure below provides a visual representation of parking duration observations during the peak day and time in North Manhattan Beach by parking restriction type and amount of time parked.

Figure 13: Parking Duration by Restriction Type or Parking Facility



In North Manhattan Beach, the highest percentage of long parking durations were observed in unrestricted spaces. The El Porto/Beach Lot was the area with the highest percentage of observed parking violations.

Bicycle Parking

Bicycle Parking Inventory

The City of Manhattan Beach currently has a total of 85 bicycle racks in the study area with parking capacity for

262 bicycles. However, the total number of secure bicycle parking spaces is slightly lower, a total of 240 bicycle parking spaces (176 spaces in Downtown and 64 spaces in North Manhattan Beach). Secure bicycle parking spaces allow for the locking of the bicycle frame and wheel.

Bicycle Parking Needs

Downtown currently has 198 bicycle parking spaces, a ratio of one bicycle parking space for every 12 vehicle parking spaces. North Manhattan Beach currently has 64 bicycle parking spaces, a ratio of one bicycle parking space for every 14 vehicle parking spaces. The 2022 California Green Building Standards (CALGreen) require a minimum of two bicycle parking spaces for non-residential sites with an addition or alteration that requires 10 or more additional parking spaces.

In peer communities, commercial bicycle parking requirements range from 2-4 spaces per 1,000 to 2,000 sq ft. If a similar requirement was implemented in the City of Manhattan Beach (assuming all businesses are at least 1,000 sq ft), with approximately 250 Downtown businesses, the Downtown would have a minimum of 500 bicycle parking spaces.

The City of Manhattan Beach can promote bicycle rack installation in Downtown and North Manhattan Beach through a public bike rack installation program with an online application process, similar to the program implemented in Culver City.

Bicycle Rack Design and Placement

The classic standard for secure bicycle design for short-term bicycle parking is an inverted “U” shaped bicycle rack that allows for locking of the bicycle frame and the wheel, and is compatible with various types of bicycle locks.

Best practices for long-term bicycle parking or storage include a secure locking mechanism and shelter or structure to protect the bicycle from the elements and reduce its visibility.

Evaluation of Current Parking Operations

Parking Enforcement, Practices, and Fees

Parking Enforcement

Parking enforcement in both the commercial and residential areas is not adequate to capture the high number of parking violations in Manhattan Beach, in both summer and off-season. Walker observed a high level of parking demand in both seasons and low turnover in both metered and unrestricted parking spaces. These trends and parking behaviors indicate that parking enforcement is not effective at citing many cases of parking violations, and this results in low compliance with parking regulations. In addition to the loss of parking revenue resulting from a high number of parking violations that go uncited, low compliance with parking regulations results in behaviors that reduce the parking system’s performance to serve resident, commercial, and visitor parking needs. The City’s parking enforcement division is currently understaffed, causing the team to have to prioritize what to enforce and where. Staffing shortages in municipal parking operations are endemic throughout California.

Parking Prices

The high levels of observed parking demand during the summer and non-summer seasons, on both weekdays

and weekends, demonstrate that the price of parking in Manhattan Beach is below the current market rate for the area. Walker recommends conducting a benchmarking analysis to determine the market rate of paid parking for the community for both public parking and resident/commercial permits.

Parking Citations

As mentioned previously, most common parking violations, such as parking without a permit or parking beyond the time limit at an expired meter, are cited a fine of $53 in the City of Manhattan Beach. This fine for common parking violations is too low to incentivize a high compliance rate, especially given the high level of parking demand in the City.

As a best practice, Walker recommends implementing new fines or increasing existing fines for safety-related parking violations (e.g. parking in a bike lane or bus zone/bus lane) to discourage these parking behaviors and encourage a safer environment for pedestrians and bicyclists.

Parking Permit Programs – Downtown and North Manhattan Beach

Residential

Residential parking permits in the Downtown Area Override Permit Zone, with an annual cost of $15 for the first permit and $5 for each additional permit, are low compared to permit costs in peer communities. Walker recommends increasing the fee for residential parking permits to adequately cover the cost of enforcing residential parking programs, due to the considerable degree of overflow parking observed in residential neighborhoods near Downtown.

Commercial

Parking Occupancy

The City of Manhattan Beach has 382 parking spaces available to merchant parking permit holders, including designated spaces for merchant use only (41 spaces) and parking spaces shared by all users (341 spaces total).

Of the Downtown parking facilities evaluated for merchant parking utilization, the Metlox had the highest merchant permit holder parking occupancy, with a peak occupancy of 85% of all 10-hour permit holder exempt spaces in the Lower level.

In North Manhattan Beach, the only parking facility with designated parking spaces for merchants is Lot 4, with 12 parking spaces for merchants only.

In North Manhattan Beach, Lot 4 merchant parking spaces had a weekday peak occupancy of 92% at 4:00 p.m. and 8:00 p.m. and a weekend peak occupancy of 75% at 2:00 p.m. and 7:00 p.m. On the weekday, Lot 4 merchant parking spaces reached a higher peak parking occupancy and had a higher average occupancy across the 14-hour period compared with the weekend.

Permit Usage Relative to Total Permits Sold

In 2020, the City of Manhattan Beach had a total of 64 annual and 687 six-month merchant permits in circulation for Downtown. In the summer of 2024, approximately 250 vehicles with merchant permits were parked in designated merchant permit spaces during peak times in Downtown and 10-12 in North Manhattan Beach.

Changes in Merchant Permit Usage and Utilization Since 2008

Walker noted that there was a 25% increase in the number of six-month permits sold and a 137% increase in average merchant permitholder parking utilization between 2008 and 2024.

EXISTING CONDITIONS CONCLUSION

As Manhattan Beach continues to attract residents and visitors, the City faces considerable vehicle congestion and parking challenges that have noticeably affected the City's streetscapes, parking facilities, and the overall public realm.

Walker observed several indicators that current parking prices, permits, citations, and management practices are not adequate to accommodate growing travel and parking demand in Downtown and North Manhattan Beach. These indicators include parking occupancy at or beyond systemwide capacity (85%) for long periods on weekdays and weekends, low turnover of on- and off-street parking areas, high parking code violation rates, and overflow parking in residential neighborhoods.

In the next phase of the parking study, Walker will recommend parking management practices that can help address these challenges to create a more functional parking system for Manhattan Beach residents, visitors, and employees.

The complete existing conditions chapter with additional data, graphics, and text is included as Appendix A to this report.

03

Future Conditions Analysis

FUTURE CONDITIONS ANALYSIS

This chapter provides an evaluation of projected future parking needs for the Downtown and North Manhattan Beach areas. Future parking needs are affected by a combination of factors, including ambient growth (or decline) in business activity, changes in the Downtown or North Manhattan Beach commercial use mix, redevelopment and intensification of underutilized sites, and accommodation of existing unmet parking needs. Changes to zoning and land use codes would impact future parking needs to the extent that they encourage or discourage new, denser development and redevelopment.

DOWNTOWN MANHATTAN BEACH

Zoning and Redevelopment

Zoning changes and redevelopment that allow for denser development on parcels than exist today would increase overall parking demand in Downtown. Based on a review of the existing Downtown area, there are a limited number of parcels under 10,000 square feet that are not already built to a 1:1 floor-area ratio (FAR), which could conceivably be redeveloped at a 1:1 FAR with no off-street parking required. If these parcels were developed at a 1:1 FAR, which in some cases would also involve the removal of existing private off-street parking spaces, it would increase parking demand in the Downtown's public parking facilities. Approximately 50 additional spaces of public parking demand are projected based on the potential densification of certain parcels to a 1:1 FAR.

Changes to minimum off-street parking requirements in the City's Municipal Code could also affect future public parking demand by shifting private parking spaces into the public realm if parking minimums are reduced or parking maximums are instituted. Given the current high utilization of public parking in Downtown, additional public parking supply would need to be constructed, or additional transportation demand management measures would need to be implemented if parking requirements were reduced.

For this reason, Walker recommends that the City maintain a parking in-lieu fee but consider updating it, modernizing it, and clarifying the parking in-lieu process. In-lieu fee programs run into difficulties because either specific projects and programs aren't earmarked for them, or there are not enough in-lieu fee payments to construct the specified parking projects and transportation programs.

Walker believes that a parking in-lieu fee program can be proactive and successful, given the city's strong parking system and financials. For example, capacity improvement projects such as the reconstruction of a parking structure on Lot 3, or the construction of parking on the recently purchased US Bank lot, could be financed by the City, with the understanding that in-lieu fees could be used to pay down the debt service. Similarly, TDM programs could be identified, such as the provision of a fixed shuttle or on-demand service from a remote parking lot, for which in-lieu fees could help support.

Mixed-Use Housing Developments and ADUs

While there are no known mixed-use developments with housing being planned in the Downtown area, it would be a permitted use if a large parcel or group of parcels were redeveloped. The existing parking in-lieu fee is only for non-residential projects, so a mixed-use project would not qualify. While such a project would be required to provide both resident and residential guest parking on-site based on existing code, in practice, it may be

inconvenient or impractical for guests to park on-site. The City should consider allowing mixed-use and residential projects to pay in-lieu fees for its commercial and guest parking needs.

Accessory Dwelling Units (ADUs) are another permitted type of redevelopment based on state law. This would involve converting existing residential garages in the Downtown study area to ADUs or reconstructing/reconfiguring a property to include an ADU. ADUs can be constructed without parking, which would increase demand for long-term public parking; however, anyone seeking to live in an ADU would presumably understand the parking situation and system in Downtown and plan accordingly.

Commercial Loading

Commercial loading is a frequent issue in walkable downtowns with narrow streets and alleys. The Downtown study area does not have any dead-end alleys or large parking facilities off of alleys, which reduces its exposure to commercial loading-related issues (blocked access to parking and circulation). Commercial loading was observed along Manhattan Avenue, with vehicles pulled parallel to the curb, blocking several on-street parking spaces at a time. The majority of this type of activity occurred in the morning hours, when on-street parking was not in high demand; however, commercial loading that occurred later often took place along red curbs or intruded into travel lanes.

The strategies and action chapter of this plan provides recommendations for reducing commercial loading conflicts and impacts in the Downtown.

Ambient Growth/Changes in Commercial Use Mix

Another potential source of parking demand growth is ambient growth in Downtown activity. This could stem from an increase in visitors to the area, leading to more people shopping and dining Downtown, a new restaurant that becomes an instant success/sensation drawing crowds, or the conversion of existing retail uses into restaurant uses.

In mature communities and commercial districts that are already successful, ambient growth expectations are typically low, and in the case of Manhattan Beach, projected at 5% of existing demand.

Existing Unmet Parking Demand and Latent Parking Demand

As discussed in the existing conditions chapter, an effective supply adjustment factor is recommended to ensure the parking system functions efficiently during periods of high demand. In a system such as Downtown's, where the parking supply is dispersed, searching for the last or last few available spaces is difficult and inefficient. The general rule of thumb in the parking industry is to aim for 85% peak occupancy on typical days.

The amount of unmet commercial parking demand has been calculated by comparing peak on- and off-street parking demand with the effective supply to determine if there is a surplus or deficit. For the summer season, an additional calculation has been included, which adds the observed vehicular queues entering Downtown on summer weekends to the unmet demand number. This includes Manhattan Beach Boulevard, backed up between Manhattan Avenue and Pacific Avenue, and Highland Avenue, southbound between 17th and Manhattan Beach Boulevard, and northbound between 6th and Manhattan Beach Boulevard.

Table 1 summarizes the calculation of unmet parking demand on weekends; Table 2 summarizes the calculation of unmet parking demand on weekdays.

Table 1: Calculation of Unmet Parking Demand on Weekends in Downtown

Summer	Observed Demand	Supply Needed to Achieve 85% Peak Occupancy	Supply	Unmet Demand	Additional Vehicles 'In Queue'[2]	Total Unmet Demand
On-Street	572	673	612	61		
Off-Street	1040	1224	990*	234		
Total	1612	1897	1602	295	118	413

Fall	Observed Demand	Supply Needed to Achieve 85% Peak Occupancy	Supply	Unmet Demand
On-Street	584	687	612	75
Off-Street	891	1048	990*	58
Total	1475	1735	1602	133

*Fall Off-Street Supply Utilized post Lot 3 Closure

1= Vehicles in queue is estimation of vehicle back-up into Downtown in the summer with an effective suply factor added

As shown in Table 1, there is a projection of unmet parking demand on weekends in both the summer and fall seasons. Projected unmet demand is much larger in the summer due to beach parking demand, whereas the unmet fall parking demand is generally applicable to Downtown's commercial core, as the beach is much less busy.

Table 2: Calculation of Unmet Parking Demand on Weekdays in Downtown

Summer	Observed Demand	Supply Needed to Achieve 85% Peak Occupancy	Supply	Unmet Demand
On-Street	550	647	612	35
Off-Street	938	1104	990*	114
Total	1488	1751	1602	149

Fall	Observed Demand	Supply Needed to Achieve 85% Peak Occupancy	Supply	Unmet Demand
On-Street	533	627	612	15
Off-Street	900	1059	990*	69
Total	1433	1686	1602	84

*Fall Off-Street Supply Utilized post Lot 3 Closure

As shown in Table 2 there is also a projection of unmet parking demand on weekdays in both the summer and fall seasons, albeit at lower levels. Projected unmet demand is larger in the summer than in the fall.

The analysis of unmet demand revealed that it is not just excess beach parking demand on summer weekdays and weekends in Downtown; the data collection also indicates unmet demand during the fall season, when beach parking does not spill into Downtown. Thus, there is an unmet commercial parking demand (for customers and employees) that occurs throughout the year in Downtown.

Based on this analysis, it would be appropriate to consider adding parking capacity to the Downtown in addition to pursuing TDM measures to reduce driving. Walker would recommend building capacity only up to the point of satisfying excess demand for non-summer weekend/summer weekday parking. Constructing additional capacity just to accommodate summer weekends is not recommended.

Alternative Modes of Transportation

Both the City's recently approved Climate Action and Adaptation Plan and Mobility Plan recommend streets designed for more walking, bicycling, and transit use, with goals to "create well-marked pedestrian and bicycle networks to facilitate these modes of circulation." TDM elements that reduce single-occupancy vehicle use and vehicle use in general have the potential to reduce parking demand in the Downtown area. Many cities have specific goals for increasing the mode share of walking, bicycling, and transit trips, although they typically are not linked to a complementary parking reduction. A potential goal for the City would be to promote the use of alternative means of transportation through TDM measures to hold commercial parking demand at current levels, even with potential minor changes to land uses such as the redevelopment of parcels that are not at a 1:1 FAR today, construction of some ADUs, and potential shifts in commercial uses from lower to higher parking generating uses (such as retail to restaurant).

Future Parking Supply Recommendations - Downtown

Based on the review of existing zoning and redevelopment prospects, ambient growth/changes in the commercial business mix, and existing unmet parking demand, Walker recommends the addition of up to 300 spaces in the Downtown or in a remote parking facility, as shown in Table 3.

Table 3: Recommended Parking Capacity Increase in Downtown

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

The City could consider increasing the target number of spaces if it envisions significant projects in Downtown that may take part in the in-lieu fee program, mixed-use projects, or to accommodate additional summer weekend demand.

NORTH MANHATTAN BEACH

Zoning and Redevelopment

Zoning changes and redevelopment that allow for denser development on parcels than exist today would increase overall parking demand in North Manhattan Beach. The commercial areas in NMB are zoned CNE (North End Commercial) or CNE-D5 (Design Review – North End Commercial), and unlike the Downtown Commercial zoning in Downtown, North End Commercial is subject to the City's minimum parking requirements. Thus, parcels redeveloping or intensifying would have to build their own parking and/or participate in the City's in-lieu fee program.

Changes to minimum off-street parking requirements in the City's Municipal Code would affect future public parking demand by shifting private parking spaces into the public realm if parking minimums are reduced or parking maximums are instituted. Given the current high utilization of public parking in NMB, additional public parking supply would need to be constructed, or additional transportation demand management measures would need to be implemented if parking requirements were reduced.

For this reason, Walker recommends that the City maintain a parking in-lieu fee but consider updating it, modernizing it, and clarifying the parking in-lieu process. In-lieu fee programs run into difficulties because either specific projects and programs aren't earmarked for them, or there are not enough in-lieu fee payments to construct the specified parking projects and transportation programs.

Walker believes that a parking in-lieu fee program can be proactive and successful, given the city's strong parking system and financials. For example, if the City is successful in securing the long-term rights to the parking lot owned by Chevron north of the Highrose El Porto project, in-lieu fees could be used to pay for the lease of the parking lots. Similarly, TDM programs could be identified, such as the provision of a fixed shuttle or on-demand service from a remote parking lot, for which in-lieu fees could help support.

Mixed-Use Housing Developments and ADUs

While there are no known mixed-use developments with housing being planned in NMB, the existing parking in-lieu fee is only for non-residential projects, so a mixed-use project would not qualify. While such a project would be required to provide both resident and residential guest parking on-site based on existing code, in practice, it may be inconvenient or impractical for guests to park on-site. The City should consider allowing mixed-use and residential projects to pay in-lieu fees for its commercial and guest parking needs.

Accessory Dwelling Units (ADUs) are another permitted type of redevelopment based on state law. This would involve converting existing residential garages in the NMB study area to ADUs or reconstructing/reconfiguring a property to include an ADU. ADUs can be constructed without parking, which would increase demand for long-term public parking; however, anyone seeking to live in an ADU would presumably understand the parking situation and system in NMB and plan accordingly.

Commercial Loading

Commercial loading is a frequent issue in walkable downtowns with narrow streets and alleys. The NMB study area does not have any dead-end alleys or large parking facilities off of alleys, which reduces its exposure to commercial loading-related issues (blocked access to parking and circulation). However, there is very little space in NMB for commercial loading to occur, so, for example, commercial loading was seen occurring on Highland Avenue in the northbound left-turn pocket at the Highland/Rosecrans intersection. Commercial loading in this manner affects roadway operations and circulation. Commercial loading in NMB should be restricted to the early/mid-morning hours so it can occur in existing metered spaces before parking demand is high.

The strategies and action chapter of this plan provides recommendations for reducing commercial loading conflicts and impacts in the Downtown.

Ambient Growth/Changes in Commercial Use Mix

Another potential source of parking demand growth is ambient growth in NMB activity. This could stem from an increase in visitors to the area, leading to more people shopping and dining in NMB, a new restaurant that becomes an instant success/sensation drawing crowds, or the conversion of existing retail uses into restaurant uses.

In mature communities and commercial districts that are already successful, ambient growth expectations are typically low, and in the case of Manhattan Beach, projected at 5% of existing demand.

Existing Unmet Parking Demand and Latent Parking Demand

As discussed in the existing conditions chapter, an effective supply adjustment factor is recommended to ensure that the parking system functions efficiently when it is busy. In a system such as NMB's, where the parking supply is spread out between on- and off-street capacity, hunting for the last or last few available spaces is difficult and inefficient. The general rule of thumb in the parking industry is to aim for 85% peak occupancy on typical days.

The amount of unmet commercial parking demand has been calculated by comparing peak on- and off-street parking demand with the effective supply to determine if there is a surplus or deficit. Since the beach lot in NMB is further removed from the commercial area than the upper/lower pier lots are in Downtown, they have been

included as a separate line item. Typically, it would be difficult for downtown restaurant goers to utilize the beach lots for parking due to the walking distance and elevation change involved.

Table 4 summarizes the calculation of unmet parking demand on weekends;

Table 5 summarizes the calculation of unmet parking demand on weekdays.

Table 4: Calculation of Unmet Parking Demand on Weekends in North Manhattan Beach

Summer	Observed Demand	Supply Needed to Achieve 85% Peak Occupancy	Supply	Unmet Demand
On-Street	151	178	153	25
Lot 4	75	88	77	11
Beach Lot	229	269	230	39
Total	455	535	460	75

Fall	Observed Demand	Supply Needed to Achieve 85% Peak Occupancy	Supply	Unmet Demand
On-Street	140	165	153	12
Lot 4	67	79	77	2
Beach Lot	230	271	230	41
Total	437	515	460	55

As shown in Table 4, there is a projection of unmet parking demand on weekends in both the summer and fall seasons. The projection of unmet demand does not include NMB employees, patrons, and beachgoers parking along the southside of Rosecrans Boulevard, which anecdotally stretches past Blanche Road as reported by NMB employees to Walker. However, this parking demand on Rosecrans Boulevard is interspersed with resident parking demand, and not every vehicle parked on Rosecrans is attributable to NMB commercial activity or beachgoing activity.

Table 5: Calculation of Unmet Parking Demand on Weekdays in North Manhattan Beach

Summer	Observed Demand	Supply Needed to Achieve 85% Peak Occupancy	Supply	Unmet Demand
On-Street	135	159	153	6
Lot 4	74	87	77	10
Beach Lot	220	259	230	29
Total	429	505	460	45

Fall	Observed Demand	Supply Needed to Achieve 85% Peak Occupancy	Supply	Unmet Demand
On-Street	138	162	153	9
Lot 4	67	79	77	2
Beach Lot	128	151	230	-79
Total	333	392	460	-68

As shown in Table 5 there is also a projection of unmet parking demand on weekends in both the summer and fall seasons, albeit at lower levels. There is no unmet beach parking demand in the beach lot on fall weekdays.

Based on this analysis, it would be appropriate to consider adding parking capacity to NMB in addition to pursuing TDM measures to reduce driving. Walker would recommend building capacity only up to the point of satisfying excess non-summer weekend/summer weekday parking demand. Constructing additional capacity just to accommodate summer weekends is not recommended.

Alternative Modes of Transportation

Both the City's recently approved Climate Action and Adaptation Plan and Mobility Plan recommend streets designed for more walking, bicycling, and transit use, with goals to "create well-marked pedestrian and bicycle networks to facilitate these modes of circulation." TDM elements that reduce single-occupancy vehicle use and vehicle use in general have the potential to reduce parking demand in the Downtown area. Many cities have specific goals for increasing the mode share of walking, bicycling, and transit trips, although they typically are not linked to a complementary parking reduction. A potential goal for the City would be to promote the use of alternative means of transportation through TDM measures to hold commercial parking demand at current levels, even with potential minor changes to land uses such as the redevelopment of parcels that are not at a 1:1 FAR today, construction of some ADUs, and potential shifts in commercial uses from lower to higher parking generating uses (such as retail to restaurant).

Future Parking Supply Recommendations – North Manhattan Beach

Based on the review of existing zoning and redevelopment prospects, ambient growth/changes in the commercial business mix, and existing unmet parking demand, Walker recommends the addition of up to 80 spaces in NMB or in a remote parking facility, as shown in Table 6.

Table 6: Recommended Parking Capacity Increase in North Manhattan Beach

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	40
Total	80

The City could consider increasing the target number of spaces if it envisions significant projects in NMB that may take part in the in-lieu fee program, mixed-use projects, or to accommodate additional summer weekend demand.

04 Parking Management Strategies & Toolkit

PARKING MANAGEMENT STRATEGIES & TOOLKIT

This parking management strategies and toolkit provides recommendations and a framework to guide implementation to achieve Manhattan Beach's parking management goals and objectives. The strategies in this plan were selected based on an analysis of existing parking conditions, field observations, industry best practices in parking and transportation, and input from City staff. Strategies aim to manage parking demand, streamline parking enforcement and permit management systems, advance parking technology, improve public awareness of parking options, expand bicycle parking facilities, and provide new transportation options (on-demand micro-transit and bike share) to improve overall mobility and access for those who live, shop, work, or play in Manhattan Beach.

HOW TO USE THIS PLAN

This document is structured to provide detailed information about parking and transportation strategies, including background information, potential benefits, and guidance for implementation. A discussion of the following topics related to each strategy is included:

- Current Conditions
- Strategy Overview
- Rationale
- Implementation
- Responsible Party
- Compliance with the City's Local Coastal Program

For select strategies, examples of successful programs or policies from peer communities are highlighted.

In addition, for each strategy, a recommended timeline for implementation, as well as a high-level ranking of the level of effort and level of investment, is provided to guide decision-making. The table below provides more details on the levels of effort and investment needed for strategies.

Level of Effort	
1. Low	The City's department(s) can implement strategies in this category independently with little or no input from stakeholders and within a 18-month timeframe. Due to their ease of implementation and effort, these strategies are considered low-hanging fruit.
2. Medium	Strategies in this category can be implemented by City departments independently in a 19- to 24-month timeframe. They may require a new contract for technology, equipment, or services and/or stakeholder input and meetings.
3. High	Strategies in this category would take more than 2 years to accomplish and may require the establishment of new City Council approval, a new funding source, and coordination with several stakeholders.
Level of Investment	
Low $	This action plan defines the low cost as $0-$24,000. This level could likely be covered within the existing budget, and items in this category would not have significant recurring costs.
Medium $$	This action plan defines medium cost as $25,000-$99,000. This level of spending may be covered within the existing BID budget but may require the reallocation of funds from another program or budget item. Items in this category could have some recurring costs.
High $$$	This action plan defines high cost as $100,000+. At the low end, an item might still be covered within the existing budget with the reallocation of funds from another program or budget item. Additional funding sources would need to be identified above this. Items in this category could have substantial ongoing costs.

STRATEGY TOOLKIT

Short-term Parking

On-Street Rate Structures and Time Limits

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

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

Current Conditions

In both Downtown and North Manhattan Beach, on-street paid parking costs $2.50 per hour, with a 2-hour time limit. However, the hourly rate for off-street parking lots and garages is $2.50 per hour, with the exception of the Upper and Lower Pier Lots in Downtown and the El Porto Lot in North Manhattan Beach, all of which have a rate of $3.50 per hour.

Strategy Overview

Currently, on-street parking is priced at the same hourly rate or a lower rate than off-street parking. An industry best practice for improving parking demand distribution in a parking system with both on-street and off-street parking options is to price on-street parking at a higher rate than surface lots or garages to encourage more parkers to use these parking facilities.

Rationale

On-street parking is nearly always viewed as the most convenient and most desirable parking option, followed by surface off-street lots, above-ground garages, and subterranean parking. As a result, all other things being equal, most parkers will attempt to park on-street first, and will only park off-street if no available on-street parking can be found in a reasonable amount of time.

In addition, with respect to curb management in very busy or high-activity areas, it is generally considered best practice that the most convenient, most desirable on-street spaces turn over relatively frequently. This allows a greater number of users per hour to park in such spaces to meet very short-term or short-term parking needs, which helps to support the parking needs of a greater diversity of users. While having a time limit on-street does help to curtail long-term parkers, such as employees, from parking in paid on-street areas, time limits greater than 2 hours are not as effective at encouraging turnover for the most desirable on-street spaces.

Finally, it is recommended that the days and times when paid parking and enforcement are in effect should correspond with days and times when parking demands are and remain high. Spaces that convert to free parking while demand remains high can result in significant amounts of parking revenue being left “on the table,” while the demand distribution and moderating effects of paid parking are lost.

Responsible Party

Implementation of this strategy involves the City and stakeholders, including residents, employees, and businesses of the two study areas.

Implementation

Below are some considerations for implementing changes to parking pricing:

1. Set the prevailing on-street paid parking price higher than the off-street rate.
2. Establish seasonal pricing of on-street and off-street parking, with the rate higher during the summer season and on weekends than during off-seasons and weekdays.
3. Consider implementing a tiered rate structure for on-street parking only where the 2nd and/or 3rd hour has a higher rate than the 1st. Refer to Strategy 2.1 for more details on tiered pricing.

Table 7 provides current and proposed flat rates for on-street and off-street parking in North Manhattan Beach and Downtown.

Table 7. Current and Proposed Flat Parking Rates in North Manhattan Beach Off-Street and On-Street Areas

Location	Parking Facility	Current	Proposed
North Manhattan Beach	Beach Lots – Summer Weekend		$4.00/hour
	Beach Lots – Summer Weekday		$3.50/hour
	Beach Lots – Off-Peak Weekend		$3.50/hour
	Beach Lots – Off-Peak Weekday		$2.50/hour
	On-Street – Summer Weekend	$2.50/hour	$3.00/hour
	On-Street – Summer Weekday	$2.50/hour	$2.50/hour
	On-Street – Off-Peak Weekend	$2.50/hour	$2.50/hour
	On-Street – Off-Peak Weekday	$2.50/hour	$2.00/hour
	Lot 4 – Summer Weekend	$2.50/hour	$3.00/hour
	Lot 4 – Summer Weekday	$2.50/hour	$2.50/hour
	Lot 4– Off-Peak Weekend	$2.50/hour	$2.50/hour
	Lot 4 – Off-Peak Weekday	$2.50/hour	$1.50/hour
Downtown	Upper/Lower Pier Lots – Summer Weekend	$3.50/hour	$4.00/hour
	Upper/Lower Pier Lots – Summer Weekday	$3.50/hour	$3.50/hour
	Upper/Lower Pier Lots – Off-Peak Weekend	$3.50/hour	$3.50/hour
	Upper/Lower Pier Lots – Off-Peak Weekday	$3.50/hour	$2.50/hour
	On-Street – Summer Weekend	$2.50/hour	$4.00/hour*
	On-Street – Summer Weekday	$2.50/hour	$3.50/hour
	On-Street – Off-Peak Weekend	$2.50/hour	$3.50/hour
	On-Street – Off-Peak Weekday	$2.50/hour	$2.00/hour
	All other lots/garages – Summer Weekend	$2.50/hour	$3.00/hour
	All other lots/garages – Summer Weekday	$2.50/hour	$2.50/hour
	All other lots/garages– Off-Peak Weekend	$2.50/hour	$2.00/hour
	All other lots/garages – Off-Peak Weekday	$2.50/hour	$1.50/hour

Source: Walker Consultants, 2025

While it is recommended that on-street rates be higher than off-street rates, given both Downtown and North Manhattan Beach's dual destination status, as both a retail-dining-entertainment district and a beach destination, rates in beach lots are still recommended to be higher than on-street rates to encourage turnover and increase access to the coast.

The recommended pricing changes would affect all public parking facilities in Downtown and North Manhattan Beach.

Compliance with the City's Local Coastal Program

This strategy complies with the Local Coastal Program. As a parking demand management strategy that increases turnover for on-street parking, this strategy supports improved parking access. The strategy specifically meets and expands upon the goals of Policies I.C.2, I.C.8, and I.C.9.

Off-Street Parking Time Limits

Strategy 2.1 Modify off-street parking time limits

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

Current Conditions

In the Downtown area, parking lots and garages that offer long-term parking include Lot 7 and Lot 8 (10-hour limit), Metlox (both 3-hour and 10-hour limits), and the Upper and Lower Pier lots (5-hour limits). The El Porto Beach Lot has a 5-hour limit in North Manhattan Beach.

Strategy Overview

It is recommended that more lots and garages offer 3-hour parking for visitors and patrons to incentivize the use of parking lots and garages for stays longer than 2 hours.

In addition, it is recommended to reduce parking time limits from 5 hours to 4 hours at the Upper and Lower Pier lots in Downtown and El Porto lot in North Manhattan Beach.

Rationale

By increasing the amount of time that parkers can stay in lots and garages, this strategy differentiates the parking options and encourages those who are spending more than 2 hours to park in off-street facilities. In tandem with implementing tiered pricing for on-street parking, this strategy will encourage garage utilization.

Reducing the time limit at the Upper and Lower Pier lots and the El Porto lot can increase turnover in these beach parking lots and maximize the use of the parking spaces available.

Responsible Party

Traffic Engineering Division and Finance Department

Implementation

1) Implement changes to parking time limits and update associated signage:
   a. Increase parking time limits in most or all off-street parking facilities, from 2-hour to 3-hour limits.
   b. Decrease parking time limits in beach lots from 5-hour to 4-hour limits.
2) Communicate changes to businesses, visitors, and residents through City webpage, newsletters, social media channels, and direct mail.

Compliance with the City's Local Coastal Program

This strategy complies with the Local Coastal Program and does not interfere with public parking access. The strategy specifically meets and expands upon the goals of Policy I.C.2.

Payment Methods

Strategy 3.1 - Implement a mobile application payment platform for short-term parking

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

Current Conditions

Single-space meters and the Metlox garage pay stations are the only parking payment options available for short-term parking.

Strategy Overview

By implementing a mobile payment platform, the City can provide more payment options and improve customer service while increasing parking revenue. Several cities in Southern California have added mobile payment options to their parking systems, including Santa Monica, Beverly Hills, Los Angeles, and Seal Beach.

Rationale

Overall, mobile payment platforms create a more seamless and user-friendly parking experience while increasing efficiency and revenue for operators. Some of the benefits of mobile payment platforms include:

- Convenience: Users can pay for parking via a smartphone app without needing cash or physical tickets.
- Time-Saving: Using a mobile application saves time by eliminating the need to search for payment kiosks, determine parking fees, or wait in line.
- Remote Payment & Extension: Users can extend parking time remotely without returning to the car.
- Notifications & Reminders: Users receive alerts before the parking session expires to avoid fines.
- Operational Benefits: No infrastructure is required, reducing reliance on hardware.
- Enforcement Benefits: Seamless integration with license plate reader (LPR) enforcement of short-term parking, including tracking violations and issuing citations.

Responsible Party

Traffic Engineering Division, Public Works Department, Finance Department, and third-party mobile payment vendor. Note that in April 2025, the City has implemented a parking technology roadmap and launched and RFP process for acquiring a parking payment vendor.

Implementation

Steps for implementing a mobile payment platform include:

1) Procure a mobile payment vendor of the City's choice.
2) Initiate contract with ongoing services and transaction fee (can be passed along to the customer or paid by City).
3) Configure mobile application and back-office integration (vendor).
4) Manufacture and install stickers displaying mobile payment vendor and zone numbers (City or vendor).
5) Communicate about the mobile payment option to businesses, visitors, and residents through the City's. parking webpage, newsletters, social media channels, and direct mail.

Compliance with the City's Local Coastal Program

This strategy complies with the Local Coastal Program and does not interfere with public parking access. The strategy specifically meets and expands upon the goals of Policies I.A.2, I.B.7, I.C.1, and I.C.2.

Strategy 3.2 Remove and replace individual parking meters with multi-space parking kiosks

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

Current Conditions

The City operates and maintains 1,377 single-space parking meters across both its on-street and off-street parking facilities. These single-space meters are not connected via a Parking Access Revenue and Control (PARCS) system.

Strategy Overview

By replacing single-space meters with multi-space pay-on-foot (POF) kiosks, the City can provide more flexible payment options and improve the overall customer experience while increasing potential parking revenue. Several cities in Southern California, particularly coastal cities, have implemented POF kiosks to their parking facilities, including Santa Monica, Hermosa Beach, Redondo Beach, and Long Beach.

Rationale

Overall, POF kiosks create a more user-friendly and flexible parking experience while increasing efficiency and revenue for operators. Some of the benefits of POF kiosks include:

- Flexibility: Parking systems can be set up to charge by a customer's parking stall or license plate.
- Convenience: Users can pay for parking via cash or card. Additionally, and depending on the parking software used, users can also pay for parking via a smartphone app without needing cash or physical tickets.
- Operational Benefits: Less infrastructure is required than with single-space meters, saving space and energy costs. Additionally, and depending on the model of kiosk used, kiosks require minimal electrical input, with most kiosks being able to operate on a single 120V outlet and a stable internet connection. Some kiosks are able to operate exclusively on solar power.
- Enforcement Benefits: POF kiosks can be connected to a single enforcement platform, and when combined with other enforcement techniques (e.g. LPR), can reduce overall enforcement costs and maximize revenue capture.

Responsible Party

Traffic Engineering Division, Public Works Department, Finance Department, and third-party PARCS vendor. Note that in April 2025, the City has implemented a parking technology roadmap and launched and RFP process for acquiring a parking payment vendor.

Implementation

Steps for implementing a city-wide transition to POF kiosks include:

6) Procure a PARCS system vendor of the City's choice.
7) Initiate contract with ongoing services and transaction fee (can be passed along to the customer or paid by City).
8) Configure back-office integration (vendor).

9) Replace and install kiosks at each off-street lot and on-street block face, proportional to either the number of stalls or the number of access points per facility.
10) Communicate about the new POF kiosks to businesses, visitors, and residents through the City's. parking webpage, newsletters, social media channels, and direct mail.

Compliance with the City's Local Coastal Program

This strategy complies with the Local Coastal Program and does not interfere with public parking access. The strategy specifically meets and expands upon the goals of Policies I.A.2, I.B.7, I.C.1, and I.C.2.

District-wide Valet and Attended Parking

Strategy 4.1 - Implement public on-street valet or attended parking services at strategic locations.

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

Current Conditions

Valet parking is only offered at a limited number of hotels and restaurants in Manhattan Beach.

Strategy Overview

On-street valet parking services provide an easy-to-find, convenient option for visitors. Valet parking increases off-street parking utilization and maximizes the use of parking assets.

Rationale

Valet parking is a common practice for managing private parking facilities in downtown areas or destinations such as hotels or restaurants with high parking demand. Valet parking is beneficial for customers and visitors, especially those unfamiliar with Manhattan Beach's off-street parking options because it reduces the time spent finding parking and walking to a destination. In addition to bringing more parkers off the street and into garages, by parking cars in tight rows in and along drive aisles, valet parking maximizes parking space efficiency. The effective parking capacity for valet parking facilities can range from 110% to as much as 140% as compared to the formal, striped supply as marked to serve self-park vehicles.

By comparison, attendant (or assisted) parking allows for greater flexibility in resources required to operate an attended parking facility. Attendant parking requires that the driver self-park in a stall of their choice, then provide their keys to an on-site attendant. This allows for attendants to focus their valet operations on vehicles parked in tandem spaces and drive aisles, maximizing parking space efficiency just as much as a standard "full valet" parking experience.

Responsible Party

Traffic Engineering Division, Downtown and North Manhattan Beach businesses

Implementation

Steps for implementation of valet or attendant parking:

1) Identify parking facilities with available space that could be leased to the City for valet parking services. Based on the parking facility locations, a few nearby on-street parking spaces can be identified as potential sites for a valet stand.

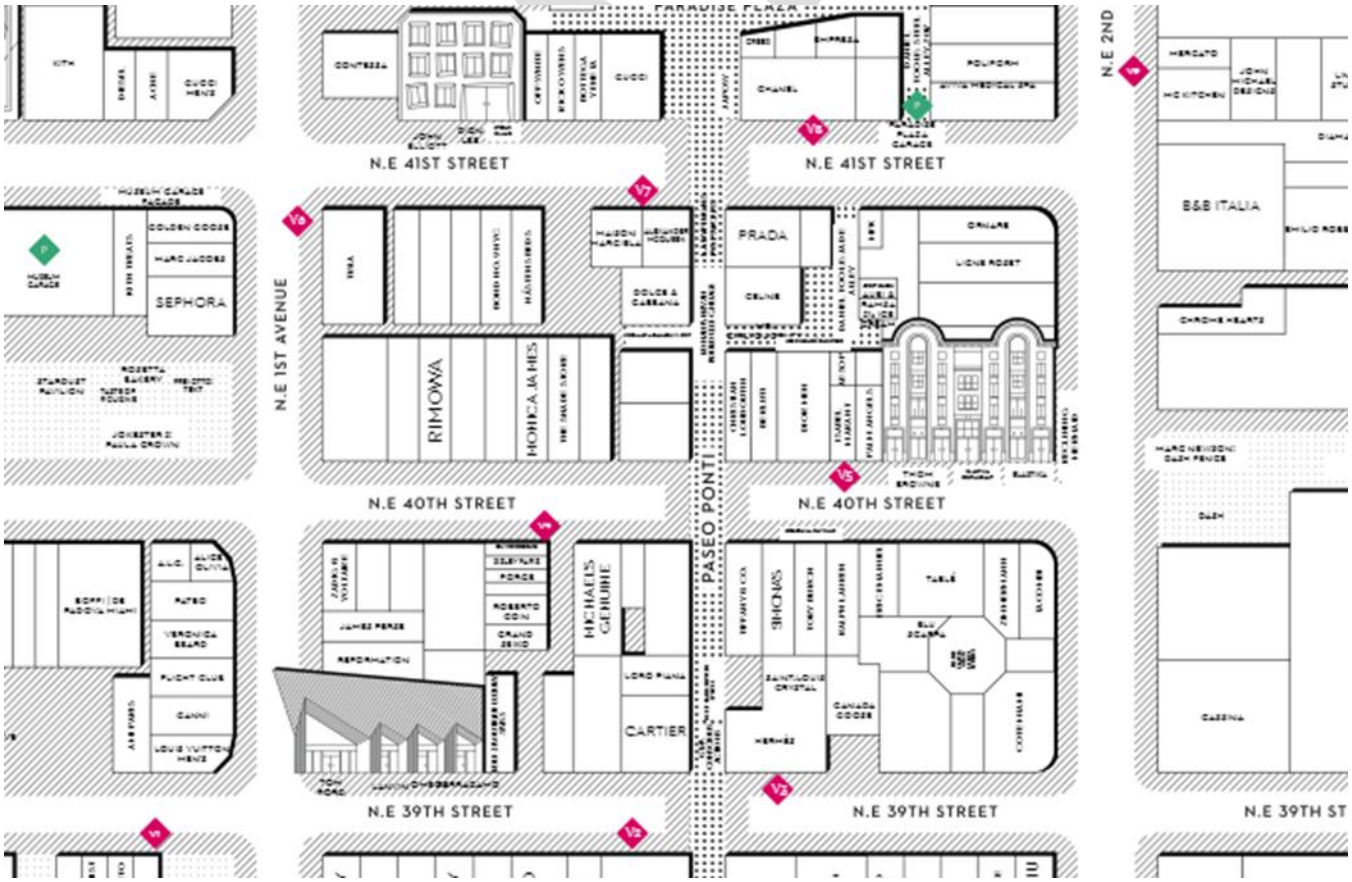
2) Interview Downtown businesses to gauge level of interest and support for the service and identify feasible sites for valet parking.

3) Identify valet parking pricing, source necessary equipment, and prepare marketing materials.

4) Convert select on-street spaces and passenger loading zones from parking to valet parking at strategic locations during peak hours of the day.

5) Work with interested businesses to establish the valet parking stand/service area along the curb. Ideally, the business hosting the valet parking stand and adjacent businesses will also benefit from having a convenient parking service for their clientele. For example, the Miami Design District in Miami, Florida, has an on-street valet parking service with 9 valet stand locations throughout the district (**Figure 14**). The valet parking rates in Miami Design District are $5 for up to 4 hours, $10 for 4 to 6 hours, and $40 for over 6 hours.[1]

Figure 14. Miami Design District On-Street Valet Parking Locations



[1] Miami Design District. (2023). Valet. https://www.miamidesigndistrict.com/visitor-info/

Compliance with the City's Local Coastal Program

This strategy complies with the Local Coastal Program and does not interfere with public parking access. The strategy specifically meets and expands upon the goals of Policies I.A.2, I.C.1, and I.C.2.

Strategy 4.1 has been endorsed by Staff and commission for North Manhattan Beach only.

Shared Parking

Strategy 5.1 – Identify potential public and private properties that could meet current and future parking needs through shared parking agreements.

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

Current Conditions

The City provides a process for private property owners to enter a shared parking agreement per Municipal Code **Section 10.64.040**. The current code provision reads as follows:

> "**Collective provision of parking.** Notwithstanding the provisions of Section 10.64.020(E), a use permit may be approved for collective provision of parking on a site of five thousand (5,000) square feet or more that serves more than one (1) use or site and is located in a district in which parking for the uses served is a permitted or conditional use. A use permit for collective off-street parking may reduce the total number of spaces required by this chapter if the following findings are made:
>
> A. The spaces to be provided will be available as long as the uses requiring the spaces are in operation; and
>
> B. The adequacy of the quantity and efficiency of parking provided will equal or exceed the level that can be expected if collective parking is not provided.
>
> The maximum allowable reduction in the number of spaces to be provided shall not exceed fifteen percent (15%) of the sum of the number required for each use served.
>
> An applicant for a use permit for collective parking may be required to submit survey data substantiating a request for reduced parking requirements. A use permit for collective parking shall describe the limits of any area subject to reduced parking requirements and the reduction applicable to each use."

CASE STUDY: CITY OF SANTA MONICA

The City's shared parking ordinance, under SMMC Ch. 9.28.180(D), allows for properties to share a common parking facility for a maximum parking reduction of up to 25% of the sum of required parking spaces.
However, the City does not require parking to be provided for commercial uses that are within the City's Downtown Community Area Plan, instead implementing parking maximums.

Strategy Overview

The City can proactively work in cooperation with private property owners, specifically those with ample parking facilities on-site, to streamline the shared parking agreement process. This can be achieved by adopting a standardized methodology for performing a shared parking survey, reducing the square footage requirement of

sites seeking to enter into a shared parking agreement, and increasing (or removing) the maximum allowable reduction in the number of parking spaces provided in a shared parking facility.

Ideally, the City may seek to codify Section 65863.1 of the California Government Code, or parts thereof, which outlines a state-wide standard for providing shared parking agreements between multiple tenants or sites. This Section of the state code was codified due to the passage of AB 894 in 2023, which requires local agencies (the City) to allow entities with underutilized parking (local private businesses) to share their parking with the public, other entities, or with the City, via a shared parking agreement.

Rationale

The establishment of a streamlined shared parking agreement process can produce multiple net benefits to the City in terms of maximizing its land use and improving efficiency of its existing parking facilities. Some key benefits include:

- Efficient Land Use: Shared parking agreements reduce the need for individual parking facilities, freeing up that land for increased development or other uses.
- Economic Impacts: Shared parking agreements can lower the overall development costs of a project, allowing for increased development of a property with habitable/leasable square footage that would have instead been used up by parking facilities.
- Environmental Impacts: Given the City's coastal location, prioritizing sustainable development is key to ensuring continued growth. Fewer parking spaces results in less impervious surface area, which can reduce stormwater runoff and protect the local water quality.

Responsible Party

Planning Division.

Implementation

Implementation of this process would require the City to propose and pass an ordinance amending the Municipal Code and Local Coastal Program, specifically Sections 10.64.040 and A.64.040, respectively, to be amended with parts of the State Code (Section 65863.1). This approvals process will involve local stakeholders, residents, and businesses of the study areas involved.

Steps for implementing an updated shared parking ordinance include:

- Drafting an ordinance proposing the changes to the shared parking code language.
- Benchmarking neighboring cities, specifically those within the coastal zone, to better understand how their shared parking ordinances interact with the rest of their municipal codes.
- Conducting public outreach sessions via workshops, surveys, or public meetings to solicit input from potential stakeholders on the proposed ordinance.
- Meeting with residents and potential stakeholders who may be impacted by this change to review and propose the ordinance.

Compliance with the City's Local Coastal Program

This strategy complies with the City's local Coastal Program, specifically meeting and expanding upon the goals of Policy I.C.1, I.C.2, and I.C.10.

Technology and Wayfinding to Improve Customer Service

Strategy 6.1 – Update the City's parking webpage and marketing materials.

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

Current Conditions

The City's parking webpage currently has limited information about parking options, prices, and payment methods, and there are limited marketing materials available. Although an interactive map is provided, it shows aerial photography instead of street-view images, lacks facility addresses and does not use consistent nomenclature or facility names.

Strategy Overview

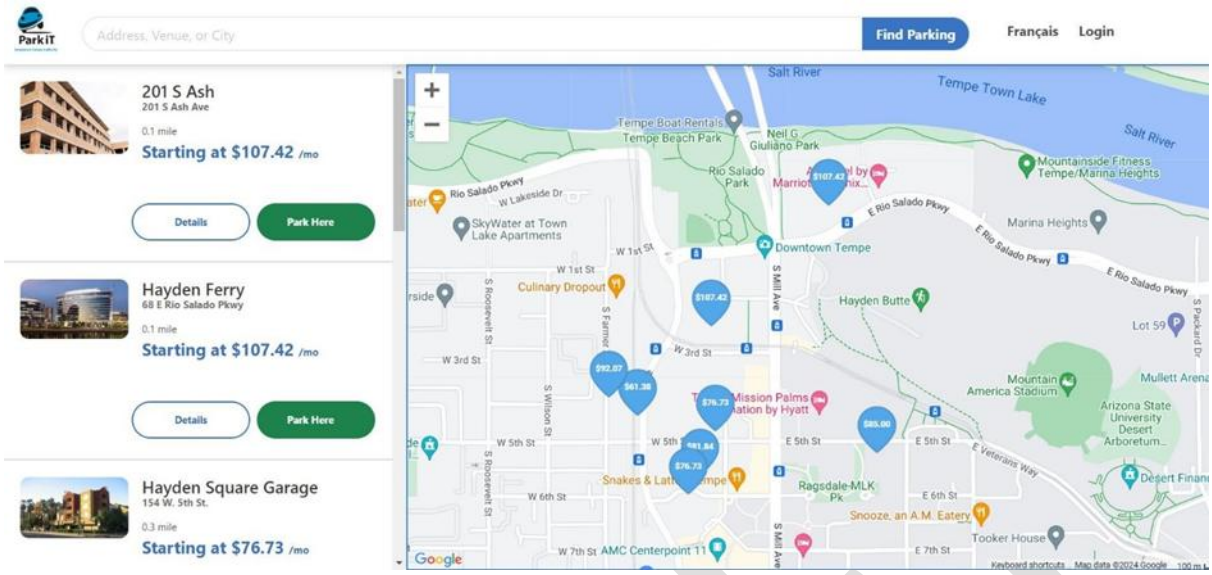
Successful public parking programs typically have user-friendly websites and visual webpages that provide the end user with comprehensive information on the parking system to help plan a trip, including descriptions of the parking facilities, applicable rates, maps, and payment information. Moreover, an effective parking map makes it easier to navigate the parking system and identify the nearest parking facilities, encouraging a "park once" approach, which can reduce the frequency of parkers moving their vehicles to other facilities during their stay.

In addition, digital and print marketing materials can provide visual maps and information to parking ambassadors, businesses, and others to distribute to patrons and visitors in the form of a one-page flyer or business card.

Rationale

Having a wide variety of easy-to-access informational materials available can help visitors orient themselves to the parking options available, plan their visit, and easily find parking upon arrival. **Figure 15** shows Downtown Tempe Authority's parking website and interactive map with images and addresses of individual parking garages.

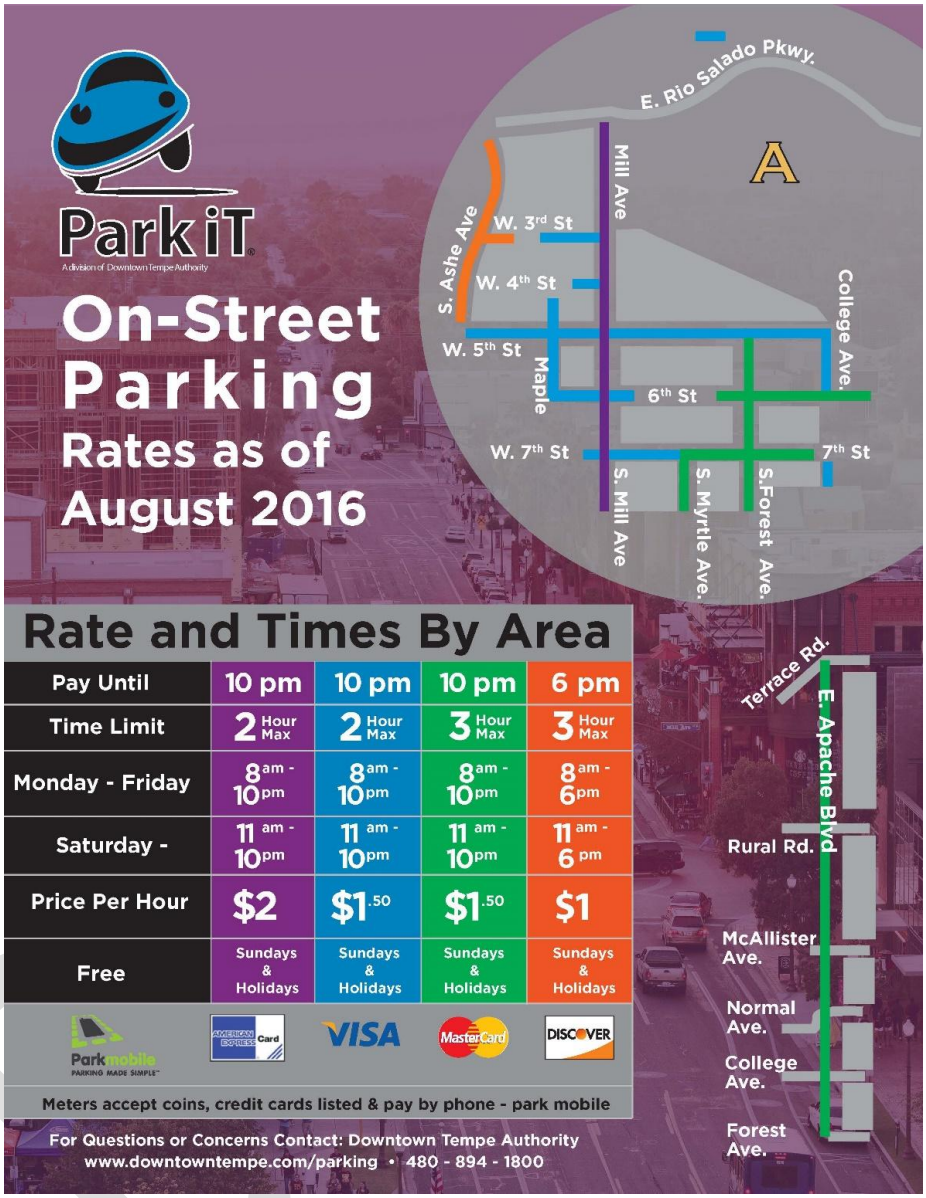
Figure 15. Downtown Tempe Authority Parking Facility Map



Source: Downtown Tempe Authority (DTA)

Figure 16 is a parking map for Downtown Tempe showing parking locations, enforcement hours, pricing, and payment options.

Figure 16. Downtown Tempe Authority Marketing Info and Map



Source: Downtown Tempe Authority (DTA)

Responsible Party

Traffic Engineering Division and City Communications Team.

Implementation

Steps for updating the parking website and maps include:

1) Update the parking website with comprehensive information about the parking system in one location, including:
   a. Parking facility names, addresses, and street-level images for easy identification
   b. Parking prices

c. Payment methods

2) Develop an effective and easy-to-read digital or printed map that includes:
   a. The location of parking facilities and nearby landmarks, buildings, and businesses to help people identify the parking facility that is most appropriate and best suited for their destination.
   b. The footprints of the parking facilities themselves should be outlined, as well as the type of parking facility they are and the user group or groups to whom they provide parking.
   c. Parking facilities should be indicated visually with a color-coding system and with a common nomenclature system, preferably using names rather than lot/facility numbers to clearly distinguish and identify parking facilities.
3) Distribute marketing materials to local businesses, publicly accessible municipal facilities (e.g. Libraries, City Hall), parking ambassadors, and hotels.

Compliance with the City's Local Coastal Program

This strategy complies with and enhances the Local Coastal Program and does not interfere with public parking access. The strategy specifically meets and expands upon the goals of Policies I.A.2 and I.C.2.

Strategy 6.2 - Evaluate and recommend ways to provide parking information, including parking signage, and implement the City's existing wayfinding program

Timeline	Level of Effort	Level of Investment
Mid-term	**High**	**$$**

Current Conditions

The City uses varying types of signage to demarcate time limits, metered areas, hours of enforcement, and other information that are used to give drivers vital information on how to park in metered areas. Signage may become outdated as parking regulations evolve or be prone to weathering due to the coastal nature of the City. Additionally, dynamic or seasonal parking regulations (e.g., hourly beach parking rates) may be difficult to display on the limited space of a physical sign.

Regarding pedestrian wayfinding, the City currently employs limited wayfinding that is pedestrian-scaled to direct parkers from their parking location towards points of interest, such as the nearest beach access point.

Strategy Overview

To address this challenge, the City may choose to consider updating its physical signage to a unified city-wide style, which the City has done via its Signage and Wayfinding Master Plan (City of Manhattan Beach, September 2019). Signage can be updated with new technologies that may make parking convenient for both local residents and non-resident visitors via Bluetooth beacons, QR codes, or written web links to the City's parking page. The City may choose to also take advantage of innovative technologies in signage, such as using dynamic signage via e-paper or electronic screens.

Pedestrian wayfinding may also be updated to provide parkers with information regarding enforcement hours and local parking regulations and to provide directional guidance on the nearest point of interest. This information can then be paired with walk/bike time estimates, distances, or any other useful information for pedestrians.

Responsible Party

This change may involve a collaboration between several departments, including but not limited to the Public Works Department, Traffic Engineering Division, and the Information Technology Department (to update maps on enforcement areas).

Implementation

- Complete the implementation of the Citywide Wayfinding Program's directional signs.
- Perform a signage audit to determine the areas that need new signage the most, prioritizing areas where resident and non-resident traffic mix the most, such as off-street parking lots and structures.
- Coordinate with the several City departments and commissions to determine the level of detail that new parking signage should contain (e.g. days/hours of enforcement, tow-away information, meter enforcement, Residential Parking Permit Program (RPPP) eligibility, overnight enforcement, etc.)
- Prepare a budget for creating, fabricating, installing, and maintaining the new signage.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program, specifically meeting and expanding upon the goals of Policies I.A.8, I.B.3, and I.B.7.

Strategy 6.3 – Implement an App-Based Automated Parking Guidance System (APGS).

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

Current Conditions

The City only has fixed APGS outside the Metlox parking garage.

Strategy Overview

An Automated Parking Guidance System (APGS) is a technology that provides real-time parking availability for off-street parking facilities to help drivers locate available parking spaces quickly and efficiently. It uses sensors, cameras, and a mobile application or digital signage to direct vehicles to open spots in parking facilities. APGS is also a recommended strategy in the City's Parking Technology Roadmap in that document's digital signage recommendation.

In Downtown, APGS, which already exists at the Metlox garage, could also be implemented in the Civic Center Lots, Lots 1-3, the Pier Lots, and any potential future parking facilities. In North Manhattan Beach, APGS could be implemented at the beach lot, Lot 4, and any potential future parking facilities, such as the Chevron property adjacent to the Highrose development.

Rationale

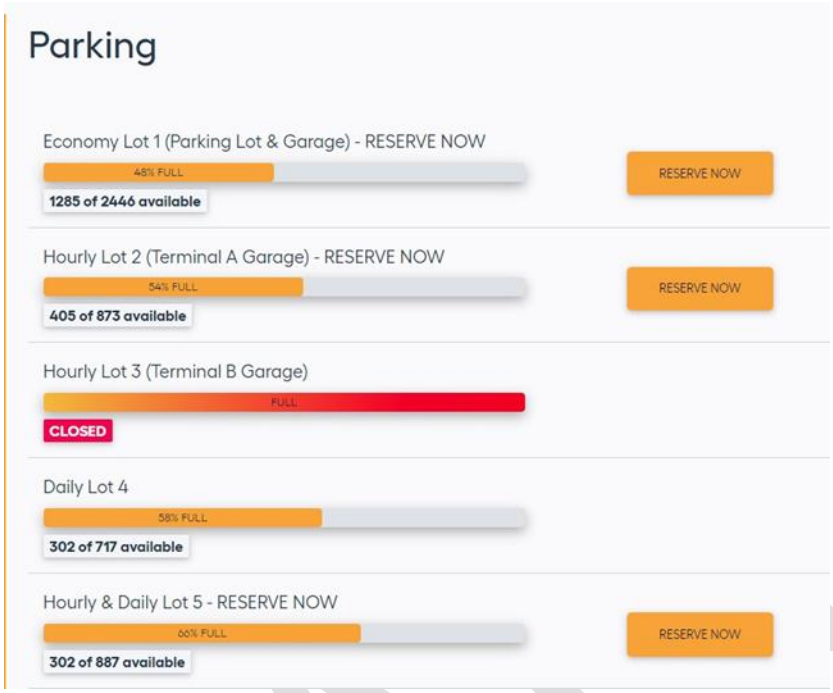
Any technology used to track the use or availability of spaces can improve the efficiency of the parking operation by making it easier for parkers to find all the available spaces within the existing parking facilities. When that technology provides highly accurate and real-time data, like an APGS can, numerous tangible benefits can be realized:

- Potential parking customers can be advised of a facility's current occupancy/availability via a mobile app well before they arrive, so they can choose their parking location accordingly.
- Real-time space availability data can be viewed by parkers via a mobile application as they approach their destination, increasing the ease of finding an available space.
- Remote signs could also be implemented in strategic locations to reduce traffic and circulating for parking, particularly in the Downtown approaching the Pier lots.
- Patrons' time spent finding available space is minimized, leading to reduced traffic, greater customer satisfaction, and lower greenhouse gas emissions.
- Within a parking facility, APGS can indicate the locations of available spaces, increasing utilization of underused garages.

APGS solutions offer industry-standard Application Programming Interfaces (APIs) which can push occupancy and guidance information out to another system, a website, or a mobile app. The vendors themselves usually also offer mobile apps, although these tend to be simplistic. For example, Cleverciti has an APGS mobile app called “ParkPilot.” This app can be rebranded to a specific client’s needs or embedded or linked to another app such as a city-wide information app and/or webpage.

Another approach is to push parking occupancy information to a webpage that is configured to be viewable correctly on either a desktop browser or a mobile browser. **Figure 17** shows an image of such a webpage for San Jose International Airport in San Jose, California.

Figure 17. San Jose International Airport Web-Based APGS Interface



Source: San Jose International Airport

Responsible Party

Traffic Engineering Division, Finance Department, and Public Works Department.

Implementation

Steps for implementation of a mobile app-based APGS include:

1) Prepare a process for obtaining funding.
2) Determine preferred method for obtaining occupancy data. In smaller lots, a camera-based system may be preferred, while in larger facilities, driveway sensors would be needed. Facility counts based on paid occupancy data is not recommended since paid parking sessions can overlap when patrons leave before their time expires.
3) Procure a mobile-app based APGS vendor.
4) Install hardware at parking facilities (vendor).
5) Communicate about the mobile-app based APGS to businesses, visitors, and residents through the City's parking webpage, newsletters, social media channels, and direct mail.

Compliance with the City's Local Coastal Program

This strategy complies with and enhances the City's Local Coastal Program, specifically by using technology to improve information and access to public parking.

LONG-TERM PARKING

Employee and Merchant Parking Permit Program

The employee and merchant parking programs should continue to provide parking options for different employee types, including office workers with hybrid schedules and service workers with below-median incomes. These strategies incentivize the use of off-street parking facilities and remote parking facilities for long-term parking.

Strategy 7.1 – Implement a flexible employee parking pass or bundled daily passes to accommodate workers who do not park every day of the week.

Timeline	Level of Effort	Level of Investment
Short-term	**Low to Medium**	**$ - $$, depending on PARCS technology required**

Current Conditions

Downtown commercial and merchant parking permits are sold on a monthly or bi-annual basis (6-month period), respectively. Lot 7, Lot 8, and the Metlox Garage offer long-term parking, while the remaining non-beach garages and lots have a 2-hour time limit, including Lot 4 in North Manhattan Beach.

Strategy Overview

- Implementing a flexible employee parking permit program for Manhattan Beach employees, including City staff with hybrid schedules and part-time employees of Downtown businesses, can offer more parking options and encourage higher use of parking garages and remote parking facilities.
- Garages can optimize the use of available space by offering one of the following options:
    - Flexible parking permits that charge based on the amount of parking used by tracking the number of entries and exits. These permits do not expire.
    - Daily parking passes sold at a reduced rate when purchased in bulk (i.e. 5, 10, or 15 passes), and can be used any month of the year.
    - Offer a further reduced parking permit rate for low-income employees.

SANTA ROSA'S LOW-WAGE EMPLOYEE PARKING PERMIT

An example of an employee parking permit program for service workers can be found in the City of Santa Rosa, California.

Santa Rosa offers a Low-Wage Employee Parking Permit in designated parking garages. Proof of income is required to qualify. Eligibility requirements are income less than 60% of the County median income and a wage limit of $27.95 per hour. Reduced-rate parking permits in Santa Rosa are offered at $31 per pass. Participation in the program requires verification of eligibility every six months. Participants in the Low-Wate Employee Parking Permit must work at a business located in the Downtown area, the boundaries of which are identified in a map on the City's parking permit webpage.

Rationale

- Flexible parking passes and daily passes offer a discounted option for employees that do not travel to work every day of the week and service workers.
- Whereas monthly and bi-annual parking permits may encourage more driving because passholders have already paid for parking permits, flexible and daily passes do not expire and thus do not encourage additional driving.
- Additionally, they benefit the parker by allowing them to pay only for the amount of parking access needed.

Responsible Party

Traffic Engineering Division and Finance Department.

Implementation

The following are important considerations for the development of a flexible parking pass:

1) If pursuing the flexible parking pass, determine PARCS equipment upgrades that are necessary to track entry and exits for payment purposes.
2) Establish at least 3 types of flexible passes or bundles of daily passes to offer based on the frequency of parking use.
3) Determine pricing for flexible passes or daily passes based on the number of days parked. In the example of Denver, $10 per day was the rate for flexible parking passes.
4) Publicize flex passes for employees by disseminating information about the parking pass to major employers through the City's social media channels, newsletters, and direct mail.
5) Track sales and usage of daily permits versus monthly/quarterly permits to determine: if daily permit sales increase relative to monthly/quarterly permits and if parking use is lower for daily parking permit holders versus monthly/quarterly permit holders.
6) Action is successful when current monthly permit holders choose daily parking permits and as a result, automobile trips decrease.

Compliance with the City's Local Coastal Program

This strategy complies with the Local Coastal Program. As a parking demand management strategy that encourages employees to use parking garages and lots, it supports Policy I.C.15. to encourage long-term parkers to use off-street facilities.

DENVER'S FLEXIBLE PARKING PASS FOR GOVERNMENT EMPLOYEES

One example of a flexible parking pass is the City of Denver employee parking pass, which offers a choice between a daily, 5-day, 10-day, 15-day, and 20-day option. The City's Webb and 303 Garages for employees use SKIDATA as the Parking Access and Revenue Control System (PARCS), which tracks entry and exit for payment purposes. The flexible parking pass is valid until the user has redeemed the full number of days covered by the pass.

The prices for different parking access levels (entry before 3:00 pm) are shown below.

Flex-5 (Five-Day Pass): $50 per month.
Flex-10-(Ten-Day Pass): $100 per month.
Hybrid 60/40 (15-Day Pass): $150 per month.
Hybrid 80/20 (20-Day Pass): $200 per month.
Daily: $12 per day.
Monthly Reserved (Unlimited per Calendar Month): $250 per month.

To incentivize afternoon and evening parking in garages, the City offers a 50% discount for evening passes, which are those that permit parking after 3:00 pm. Parking sessions over the amount included in the purchased pass are charged at the daily rate of $12.

Strategy 7.2 – Increase Merchant Permit parking rates.

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

Current Conditions

Monthly merchant permits cost $45, and 6-month merchant permits cost $250. The current rates were updated as of April 2025 from the previous rates ($160 for bi-annual, $27 for monthly). The merchant permit program is heavily oversubscribed (many more permits issued than spaces available), and 6-month permits are sold out in all parking facilities. Merchant permits are sold to businesses, who distribute them to employees. The permits are transferable and essentially provide parking not only for employees during work hours but anytime during any season. Current rates remain similarly priced with similar permits in neighboring cities. Note that both the monthly and 6-month merchant permits are also available to both residents and the general public.

Strategy Overview

- Increasing the cost of merchant permits to align closer to market rates would make these permits more accessible overall by reducing or eliminating existing waitlists.
- This strategy has been substantially implemented due to the rate increase in April 2025. The waiting list for merchant permits should be monitored and tracked to determine if further increases are needed.
- This option would work well with Strategy 22.1 (Remote Parking), by allowing room for an additional tier of off-street employee parking. The creation of a separate merchant permit at a reduced rate is recommended for remote parking facilities.

Rationale

- Increased employee permit prices would provide an incentive to business owners (who purchase the permits) to reduce their employees' rate of solo driving to work.
- The increased cost would encourage using alternative modes of transportation or remote parking options.

Responsible Party

The Traffic Engineering Division and Finance Department

Implementation

It is recommended that the City, depending on its current financial constraints and opportunities, implement the following changes to merchant permit pricing:

1. Increase the cost of the bi-annual merchant permit for use in Lots 1, 2, 4, and the basement of the Metlox structure if waiting lists persist and the basement of Metlox continues to fill quickly each morning.
    - The current fee of $250 for a 6-month permit is equivalent to paying approximately $2.08 per day, assuming an employee uses the permit 20 days per month for work which is less than the cost of one hour of parking at transient rates.
    - Walker recommends that the maximum rate be set at the cost of two hours of transient parking, which currently would be $5.00 per day. Assuming a 20-day work month, the maximum 6-month rate would be $600/month.
    - Conditions should be monitored, with the merchant permit rate increasing gradually as needed, up to the maximum rate.

2. Increase the cost of the monthly merchant permit for use in Lots 1, 2, 4, and the basement of the Metlox when/if 6-month permit rates are increased. A ten percent premium for monthly permits versus 6-month permits should be maintained.
3. Establish a lower-tier merchant permit to be implemented in remote lots if remote parking is incorporated into the parking system for Downtown or North Manhattan Beach. The rate for lower-tier permits could be set to the previous rate for merchant permits ($160 for bi-annual, $27 for monthly).
4. Consider the establishment of seasonal pricing for merchant permits, with the rate higher during the summer season than during the off-season. This would require discontinuation of the bi-annual permit and the use of monthly permits only.
5. The action is successful when the current merchant permit backlog is reduced or eliminated, and remote parking options (if implemented) are consistently used by employees.

Compliance with the City's Local Coastal Program

This strategy complies with the Local Coastal Program. As a parking demand management strategy that encourages employees to use parking garages and remote parking facilities, it supports Policy I.C.15. to encourage long-term parkers to use off-street facilities.

Residential Parking Permit Program

Strategy 8.1 – Improve (and potentially expand) the Residential Parking Permit Program (RPPP)

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

Current Conditions

The City provides three different RPPP passes for residents: the Beach Lots Overnight Parking pass and two residential parking permits for the Downtown and Mira Costa areas.

Strategy Overview

To address non-resident parking in residential areas and re-prioritize short-term metered spaces for non-resident visitors, the City may consider improving its RPPP to either: 1. Expand eligibility in existing areas or 2. Create additional eligibility zones in areas that have been identified as needing an RPPP. The City may also consider establishing unrestricted short-term time limits on RPPP spaces to ensure that compliance is still maintained with the California Coastal Commission regarding unrestricted beach access.

Additionally, depending on utilization of the existing RPPP as is, the City may choose to consider adjusting the cost of a permit to address overall demand. The City may also choose to consider adjusting the eligibility timeframe of an RPPP in the beach lots to address seasonal demand.

Rationale

Some of the benefits of improving or expanding the Residential Parking Permit Program (RPPP) are listed below:

- Non-residents are prevented from parking in primarily residential areas, which is where an RPPP is typically implemented. This ensures that residents have priority access to parking near their homes at the highest demand times.
- Parking is prioritized for residents with limited or no off-street parking options, particularly those in multi-family units or those that may have previously used off-street metered spaces as an overnight parking option.
- Access to the coastal zones can be effectively balanced by encouraging sustainable active transportation options to access the beach (e.g., Beach Cities Transit, walking, biking, micro-mobility, etc.)

Responsible Party

The Traffic Engineering Division and Finance Department would be responsible for implementing any new or expanded RPPP programs.

Implementation

1) Assess the existing RPPP performance and community needs, including parking demand in impacted neighborhoods, feedback on parking demand, and visitor parking allowances near beach access points.
2) Prepare a draft for a new or expanded RPPP to present to necessary stakeholders and local residents potentially impacted by the program.
3) Post and update signage on streets impacted by the new or expanded RPPP area.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program, specifically meeting and expanding upon the goals of Policy I.C.8.

PARKING TECHNOLOGY AND ENFORCEMENT

Enforcement Hours

Strategy 9.1 – Shift parking enforcement hours one hour later during peak season

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

Current Conditions

Currently, parking time limits and paid parking are enforced year-round from 8:00 a.m. to 9:00 p.m.

Strategy Overview

Walker observed high parking occupancy during peak season (summer) weekends, even after 9:00 p.m. Therefore, it is recommended to shift enforcement hours by one hour so that the enforcement hours (including both meter hours and time limit hours) are from 9:00 a.m. to 10:00 p.m. instead of 8:00 a.m. to 9:00 p.m.

Rationale

This strategy would help increase compliance with parking regulations during the late-night period. This period experiences parking demand from visitors and employees associated with Manhattan Beach's restaurant and bar scenes on weekend nights, particularly in the summer. Shifting the start of enforcement (including both meter hours and time limit hours) one hour later allows for an additional hour of loading activity during a period of lower parking demand and activity in both Downtown and North Manhattan Beach.

Responsible Party

Traffic Engineering Division and Public Works Department

Implementation

Shifting enforcement hours involves the following steps:

1) Determine the period when parking enforcement (including both meter hours and time limit hours) should shift one hour later.
2) Adjust hours of parking enforcement staff accordingly.
3) Communicate the change in parking enforcement hours to businesses, visitors, and residents through the City's parking webpage, newsletters, social media channels, and direct mail.

Compliance with the City's Local Coastal Program

This strategy complies with the Local Coastal Program and does not interfere with public parking access.

Enforcement Technology

Strategy 10.1 – Adopt License Plate Recognition (LPR) technology for enforcement.

Timeline	Level of Effort	Level of Investment
Mid-term	**High**	**$$$**

Current Conditions

The City primarily uses chalking to enforce parking time limits. Some of its enforcement vehicles have LPR installed, which detects stolen vehicles and tracks historical data for citations. Single-space meters are the predominant method used to pay for on-street parking, and they are not equipped with pay-by-plate technology.

Chalking has several limitations, including the inability to track parking payment, the greater likelihood of human error and mistakes in recording times, the ease of removing chalk, and the ability for parkers to re-locate without being detected.

Strategy Overview

Adoption of LPR technology could occur in three ways:

1) Replace single-space meters with multi-space meters to integrate pay-by-plate technology and allow enforcement of both time limits and payments. Obtain necessary LPR equipment (fixed LPR, vehicle-mounted LPR, and mobile LPR equipment) for enforcement.

2) Offer a mobile payment option, which offers the same pay-by-plate technology and enforcement benefits as multi-space meters. Obtain necessary LPR equipment (fixed LPR, vehicle-mounted LPR, and mobile LPR equipment) for enforcement.

3) Retain existing single-space meters and use mobile LPR equipment to record license plates and record times, a method known as "digital chalking."

Another alternative is to combine options 1 and 2, which provides both a mobile payment option and a cash payment option using multi-space meters.

Rationale

Some of the benefits of pay-by-plate technology (available with multi-space meters and mobile payment platforms) are listed below:

1) Streamlined enforcement where enforcement staff can seamlessly enforce paid parkers and permit parkers, both on-street and off-street.
2) Pay-by-plate/multi-space meters allow for payment at any pay station within the specific zone
3) No "meter piggybacking" in that it creates a separate transaction for each vehicle license plate. This prevents a parker from using the remaining paid time visible on a single space meter leftover from a previous vehicle that leaves before their paid time is up.
4) The technology records precise times that each vehicle begins its paid parking session, making it easier to enforce overstayed meters.
5) A more sophisticated enforcement system with tiered rates can be charged based on the length of how long the parking space is used. For example, the City of Omaha has a tiered on-street rate structure in which the hourly parking rate increases the longer the vehicle is parked. With pay-by-plate technology, parking enforcement staff know the length of stay based on the initial plate entry into either the app or pay station.
6) The technology offers seamless integration with mobile LPR enforcement and virtual permit management software for merchant and RPPPs.

Some of the cons of pay-by-plate parking compared to pay-by-space include the following

1) There is a learning curve with pay-by-plate, as more users are familiar with pay-by-space which has been around longer.
2) The use of LPR technology to track vehicles raises privacy concerns for some people.
3) If a driver enters the wrong license plate number, it could lead to incorrect payment or a parking citation
4) Vehicles without a license plate would have difficulty paying; however, Assembly Bill 516 largely eliminated this issue.

The overall recommendation, consistent with the City's Parking Technology Roadmap, is to transition to multi-space meters with pay-by-plate technology, along with a mobile payment application, and a text-to-pay solution.

Responsible Party

Traffic Engineering Division, Public Works, Police, and Finance Departments

Implementation

Transition to a fully pay-by-plate system will require the following steps:

- Procure pay-by-plate integrated meters or mobile phone application.
- Procure an LPR system of the City's choice.
- Initiate a contract for ongoing services.
- Determine the quantity of LPR equipment needed.
- Provide training for parking enforcement staff on how to use the LPR-based system to assess compliance.
- Adjust enforcement responsibilities and workflow.
- Maintain LPR equipment as needed.

Compliance with the City's Local Coastal Program

This strategy complies with the Local Coastal Program. By improving the efficiency and effectiveness of parking enforcement, this strategy supports Policy I.C.15 to continue the management and enforcement of parking facilities.

Strategy 10.2 – Transition to virtual commercial, merchant, and residential permits and an online application process.

Timeline	Level of Effort	Level of Investment
Mid-term	**High Effort**	**$$$**

Current Conditions

The City uses physical permits and in-person applications for parking permit programs.

Strategy Overview

This strategy entails phasing out physical parking permits for residential, employee, and merchant permit programs and transitioning to a virtual permit that is tied to a vehicle using the license plate as an identifier. When parking in a facility that uses LPR technology for payment and/or enforcement, the back-end system would be configured to recognize any license plates associated with a vehicle permit.

Rationale

Elimination of physical parking permits with the use of the vehicle license plate as the standardized parking credential will enhance the overall customer service experience and streamline operations. Advantages of virtual permits include:

1) More convenient and faster application process for virtual permits using an online application compared with an in-person application and physical permit.

2) Time savings and increased efficiency for enforcement of parking permits.

3) Virtual permits linked to a license plate eliminate the possibility of permit-sharing and counterfeit permits.

4) Virtual permits reduce annual operating costs for permit purchase, inventory, and distribution efforts.

If the City wants to keep the transferability of merchant permits intact, businesses could, for example, have 10 merchant permits but input 20 plate numbers. If more than 10 plates tied to those permits were present during a sweep, a 'fee due' notice could be produced for that business to pay.

The transition to virtual employee permits this, which could allow the City to switch to a one permit per employee system, while still allowing the employee to input multiple plates with the same stipulation as the paragraph above. This would involve a system overhaul from one that is merchant-drivenn, with the business owner purchasing and distributing permits, to one that is employee-driven. At this time, this is not recommended as there would be significant administrative costs to the City involved in such a switch.

Responsible Party

Traffic Engineering Division and Finance Department

Implementation

Transitioning to virtual parking permits and an online application process requires the following steps:

1) Procure a permit management software solution that can integrate with the City's permit database and license plate enforcement system. Examples of permit management software providers include Duncan, TurboData, Trellient, and CivicSmart.
2) Develop an online portal for ongoing services.
3) Communicate about the updates to permits and online application process to businesses, visitors, and residents through the City's. parking webpage, newsletters, social media channels, and direct mail.

Compliance with the City's Local Coastal Program

This strategy complies with the Local Coastal Program. By improving the efficiency and effectiveness of parking enforcement, this strategy supports Policy I.C.15 to continue management and enforcement of parking facilities.

Strategy 10.3 – Implement Smart parking software and real-time data

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

Current Conditions

The City does not currently track parking occupancy and utilization, with revenue generation being the only proxy for utilization of the paid parking system.

Strategy Overview

This strategy would involve procuring and implementing a data management tool that would integrate with data collected during parking enforcement patrols, and data input into pay stations. The data management software should be able to provide key metrics such as parking occupancy, turnover, and customer information such as frequency of stays and duration.

Rationale

Ongoing data collection and evaluation will allow the City's parking program to adapt to fit the needs of the Downtown and North Manhattan Beach. It will provide key data that will help the City determine when and where to raise or lower parking rates, if seasonal parking rate bands needs to be adjusted (either the price or the timing of each season), and allow the City to maintain a well-functioning and efficient parking system.

Responsible Party

Traffic Engineering Division and Finance Department

Implementation

Transitioning to virtual parking permits and an online application process requires the following steps:

1) Prepare a request for proposal for parking management software solutions.
2) Receive and evaluate bids.
3) Select vendor and implement.

Compliance with the City's Local Coastal Program

This strategy complies with the Local Coastal Program. By improving the efficiency and effectiveness of parking enforcement, this strategy supports Policy I.C.15 to continue management and enforcement of parking facilities.

PASSENGER AND COMMERCIAL LOADING

Commercial Vehicles

Strategy 11.1 – Create a zone in Downtown and North Manhattan Beach to prohibit the loading and unloading of commercial delivery trucks during certain hours

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

Current Conditions

The City has not distributed a questionnaire regarding commercial delivery needs in Downtown and North Manhattan Beach. While most deliveries appear to occur in the morning hours, delivery vehicles were observed blocking turn lanes and parking spaces during peak periods.

Strategy Overview

Manhattan Beach is a popular destination with near-full occupancy of on-street areas during peak periods. During these periods, commercial delivery vehicles and food delivery services are challenged to access the curb for short periods of time to load/unload goods or to pick up and drop off deliveries or passengers.

Determining the appropriate solution to commercial delivery vehicle access will require precise and accurate information on the type of commercial deliveries in Downtown and North Manhattan Beach, their frequency and schedule, whether or not off-street loading options are available, and the types of challenges faced, such as double parking and conflict with other vehicles accessing alleys.

Rationale

Distributing a questionnaire to Downtown and North Manhattan Beach businesses can help identify the appropriate solution for delivery vehicle access challenges, including the timing of deliveries, whether existing loading space is sufficient to facilitate deliveries, and whether additional technology and/or loading permits or fees could improve turnover. A questionnaire can also provide quantitative and qualitative data to demonstrate the need for loading changes to improve commercial vehicle access.

Responsible Party

Distributing a questionnaire about commercial delivery vehicle access in Downtown and North Manhattan Beach would involve coordination between the City and local businesses in the two study areas.

Implementation

To implement this strategy, the City would need to develop a questionnaire that answers, at a minimum, the following questions:

- What types of commercial deliveries do businesses in Downtown/North Manhattan Beach receive?
- What is the schedule of commercial deliveries?
- How frequently do commercial deliveries take place?
- Where do delivery vehicles load to access the site (i.e., off-street loading in the driveway or parking lot, on-street loading in paid parking space, on-street loading in designated loading zone)?
- What are the most common types of challenges faced by businesses related to commercial deliveries (i.e., noise, no place to unload, double-parking, and conflict with other vehicles accessing the alley)?

Questionnaire responses can then be analyzed to better understand commercial delivery needs and challenges in the Manhattan Beach. These results can be used to guide the implementation of strategies to address existing challenges.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program.

Strategy 11.2 – Limit commercial deliveries and loading activity to early mornings and Sundays

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

Current Conditions

The City does not restrict commercial deliveries based on time of day or day of the week.

Strategy Overview

Commercial deliveries in Manhattan Beach throughout the peak hours of business activity can negatively affect the pedestrian environment, impede traffic flow, and create conflicts with other vehicles trying to access parking facilities.

One possible way to mitigate conflicts between commercial loading and other street users would be establish an ordinance to limit deliveries and loading activity to certain hours and days. For instance, commercial deliveries could be limited to the early mornings (such as 3 a.m. to 9 a.m.) and on Sundays.

Responsible Party

Traffic Engineering Division and Planning Division.

Implementation

To implement this strategy, it may be necessary for the City to establish an ordinance that applies to Downtown and/or North Manhattan Beach that would make it unlawful for loading activity that completely blocks alley access from taking place during certain hours. In addition, some level of enforcement would likely be necessary to ensure a reasonable degree of compliance with the new restrictions.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program. The strategy specifically meets and expands upon the goals of Policy I.C.2.

Strategy 11.3 – Create additional Flexible Loading Zones (FLZs).

Timeline	Level of Effort	Level of Investment
Mid-term	**High**	**$**

Current Conditions

The City currently has approximately 10 metered parking spaces in the Downtown area that are signed for loading only from 7-11 a.m. on weekdays and Saturdays.

Strategy Overview

For this strategy, more spaces dedicated to different types of loading activity would be added on-street, creating spaces that would be loading only during certain hours and metered parking during other hours.

FLZs are flexible in that they can operate as both a loading and a parking space depending on time of day, as the existing flexible loading spaces in Downtown already do. A flex space would serve as a loading space during specific periods of the day when commercial deliveries are encouraged, and during the remaining time, they would "flex" to become typical paid, time-limited, or unrestricted spaces. More specifically, it is likely that a contiguous "block" of several paid on-street spaces along certain block faces would be designated and signed as a singular "zone" for deliveries and loading only during certain hours, such as between 3 a.m. and 8 a.m.

Rationale

By enabling loading spaces or areas to become more flexible, this strategy helps maximize the use of limited curb space while facilitating deliveries in Manhattan Beach.

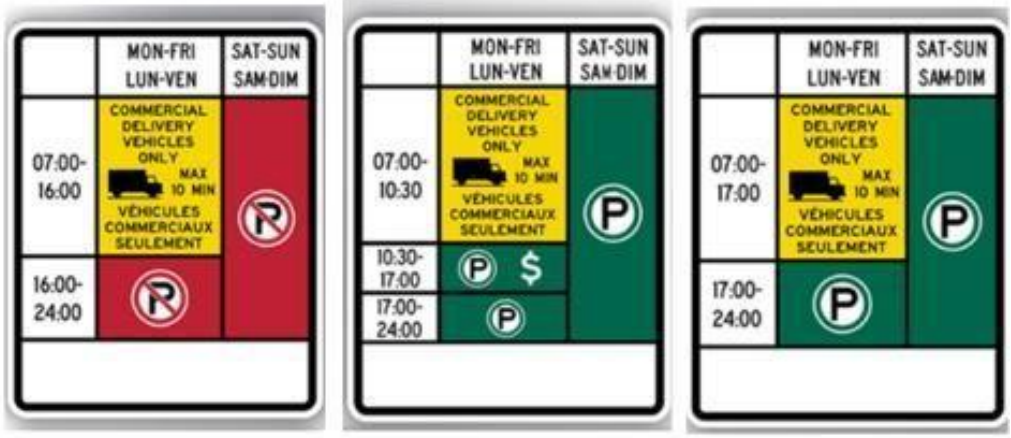
Figure 18 shows an example of signage indicating a flex loading zone and how it operates in Fredericton, Canada. Red signs indicate that loading activities are to take place only between 7:00 a.m. and 4:00 p.m.. Dark green signs indicate that the loading space is available for all parkers after 10:30 a.m. while light green signs indicate that the loading space is available for all parkers after 5:00 p.m.

ON STRET FLEXIBLE LOADING ZONES IN FREDERICTON, NB (CANADA)

An example of a community that has implemented on-street flex loading zones by time of day is Fredericton, New Brunswick (Canada). The City of Fredericton, NB (Canada) implemented a pilot project to install flex loading/parking zones in its downtown, particularly along its Queen Street corridor to offer better commercial delivery access for businesses.

New signage was posted that identifies the flex zones and how they are to be used. The City requires that all delivery/commercial vehicles to have commercial signage prominently and permanently affixed to the vehicle. Vehicles are allowed to use the zones for a period not to exceed 10 minutes. The pilot program was successful in increasing delivery access and resulted in more customer parking on evenings and weekends.

Figure 18. City of Fredericton Flexible Loading Zone Signs



Source: City of Fredericton, 2019

Responsible Party

Traffic Engineering and Parking Division

Implementation

The next steps for the implementation of this strategy include the identification of suitable locations for flexible loading zones. The creation of loading spaces that flex to allow or function as loading during certain hours could also require an ordinance change.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program, specifically in meeting the goals of Policy I.C.2. Typically, loading zones are not enforced on weekends as most commercial deliveries are made during the work week.

FUTURE PARKING SUPPLY

Parking Requirements

Strategy 12.1 – Remove parking minimum requirements and establish maximum parking requirements in the Commercial District.

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

Current Conditions

There are no maximum parking requirements. In the Downtown Commercial District, parking requirements are as follows:

1) For building sites equal to or less than 10,000 square feet, no parking is required if the Floor Area Ratio is less than 1:1, and only the floor area in excess of the 1:1 ratio is considered in calculating the required parking prescribed by Section 10.64.030.

2) For Building sites greater than 10,000 square feet, the amount of parking shall be determined by excluding the first 5,000 square feet from the buildable floor area and calculating the required parking prescribed by Section 10.64.030.

Strategy Overview

Parking maximum requirements restrict the total number of spaces that can be built rather than establishing a minimum number that the developer must provide. Maximum limits are established in a manner that is similar to minimum requirements, assigning a maximum instead of a minimum number based on the square footage of a specific land use. The City of Portland, OR has a parking maximum of 0.7 parking spaces per 1,000 square feet, of office space and 1.0 space per 1,000 square feet of retail building area in the Central Business District.

There is typically concern that parking maximums may result in the existing parking supply becoming insufficient to meet demand, resulting in potential overflow to residential or other non-commercial areas. In cities that have adopted parking maximums, the maximum limits have not resulted in a parking shortage as long as other transportation options are available for both commercial and recreational (i.e. beach) access.

Other coastal cities have implemented parking maximums in their municipal codes. Specifically, the City of Santa Monica outlines specific parking maximums in its Code of Ordinances which have not impacted public beach access.

Rationale

Maximum parking requirements can prevent the construction of excessive parking and promote more efficient land use, reducing auto-oriented design and vehicle dependency.

Responsible Party

Planning Division

Implementation

Implementation of parking maximum requirements involves the following steps:

1) Introduce and pass an ordinance removing parking minimums.
2) Introduce parking maximums, setting reasonable limits based on transit availability and land use goals.
3) Allow shared parking arrangements and flexible requirements for mixed-use developments.

Compliance with the City's Local Coastal Program

This strategy applies specifically to the Downtown Commercial zoning district. It is recommended that the Local Coastal Program be amended to replace parking minimum requirements with maximum requirements to be consistent with the Municipal Code.

Strategy 12.2 – Evaluate the parking in-lieu fee program.

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

Current Conditions

The City's parking in-lieu fee program allows developers to pay a fee in lieu of providing the required number of parking spaces on-site. However, fees and funding purposes are not transparent, and may be restricted to parking development and maintenance. Additionally, the City does not currently allow in-lieu payments due to insufficient public parking availability.

Strategy Overview

In-lieu parking fees are alternatives to requiring on-site parking spaces. They can reduce barriers to development by allowing developers to avoid the construction of on-site parking in exchange for a fee. The City uses the fees, which are determined by the City based on the cost of constructing parking, to build off-site parking available for the development's future tenants. In most cases, fees must be allocated to the parking fund and can only be used for development or maintenance of parking facilities.

Rationale

It is important to regularly evaluate the in-lieu fee program to ensure it is effective in improving access Downtown and North Manhattan Beach. Parking in-lieu fees are a potential source of funding for other types of transportation infrastructure besides vehicle parking, such as multi-modal transportation infrastructure, and even operational programs. In recent years, some cities have discovered that revenue from in-lieu fees can also be allocated toward infrastructure improvements or operational programs that improve access for drivers, cyclists, transit riders and pedestrians.

Responsible Party

Planning Division

Implementation

1) Conduct an evaluation of the current parking in lieu fee program, including usage, rates and overall success.
2) Consider allowing the parking in lieu fee revenue to be used to promote active transportation infrastructure and parking system operations.
3) Consider implementing new in lieu fee districts over time.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program. As a funding strategy for parking and active transportation improvements, this strategy supports Policy I.B.3. to encourage pedestrian and bicycle transportation. This support, however, would be contingent upon the expansion of appropriations from in-lieu payment collections towards programs that improve active transportation.

Increase Parking Supply

Strategy 13.1 – Review of on-street parking supply

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

Strategy Overview

Reviewing the existing striping of the on-street parking supply and travel lanes and lane widths of roadways in Downtown could yield opportunities to add on-street parking spaces. Spaces gained in this manner would cost less per new space than constructing additional off-street parking facilities. Walker notes that the City has recently completed the bulk of this action as it looked to replace spaces lost due to the closure of Lot 3. Any additional gains from this strategy would likely come from a revisioning of Ardmore Avenue and Valley Drive south of Manhattan Beach Boulevard.

Rationale

Spaces gained in this manner would likely cost less per new space than constructing additional off-street parking facilities and could be implemented sooner.

Responsible Party

Public Works Department, Traffic Engineering and Parking Division.

Implementation

1) Conduct an evaluation of the current on-street parking and traffic volumes on Ardmore Avenue and Valley Drive, including an analysis of any impacts associated with the removal of traffic lanes.
2) Present findings to City Council and recommend action, based on the City's current financial constraints and opportunities.

3) Prepare restriping plans and engage a contractor or use Public Works Department to implement approved changes.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program as it increases parking supply and parking access. The strategy specifically meets and expands upon the goals of Policies I.A.2, I.C.1, I.C.2, I.C.3, and I.C.10.

Strategy 13.2 – Increase supply in parking garages

Timeline	Level of Effort	Level of Investment
Medium Term	**High**	**$$$**

Strategy Overview

Adding capacity in parking lots and structures that the City already controls could be less costly on a cost/space basis than acquiring land, removing existing uses, and developing brand new parking facilities. Thus, this option should be explored before constructing new parking facilities.

Potential Opportunities

The City should review the following locations/facilities.

- Lot 8 – Determine whether spaces could be gained by removing the angled parking (except for the ADA spaces) and restriping for parallel parking on both sides of the drive aisle. Additional right-of-way from the green belt may be needed to achieve City standards. Mechanical stackers could also be considered in Lot 8, subject to their ability to withstand coastal weather.
- Lot 4 – Lot 4 in North Manhattan Beach is nearing the end of its useful life. The City could commission preliminary design plans for replacing the structure, potentially adding levels. The size of the parcel may not allow for the construction of a multi-level structure. Alternatively, a puzzle stacker-type system could be investigated to replace Lot 4. However, such system's useful life may not be ideal given that the location can be impacted by coastal weather.
- Upper and Lower Pier Lots – Investigate the feasibility of expanding the upper/lower pier lots by constructing additional parking under the upper pier lots. This option is likely expensive but has the benefit of providing additional parking in a high-value location serving the beach and Downtown could help resolve existing circulation issues in the lower pier lots due to the dead-end drive aisles.
- Lot 3 - The City is creating a surface lot on Lot 3 with 69 parking spaces. The City should investigate the feasibility of building a new parking structure on Lot 3, which could be above ground, subterranean, or both. If subterranean, it could possibly be connected to the Metlox structure.

Responsible Party

Public Works Department, Traffic Engineering Division, and Planning Division.

Implementation

The next steps for implementing this strategy include identifying suitable locations based on a review of each site, preliminary plans, and a cost-benefit/financial feasibility analysis.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program as it increases parking supply and parking access. The strategy specifically meets and expands upon the goals of Policies I.A.2, I.C.1, I.C.2, I.C.3, and I.C.10. Some of the options listed above would also improve traffic flow and circulation.

Strategy 13.3 – Construct new parking facilities

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

Strategy Overview

Adding capacity through the construction of new parking facilities would increase the parking supply in Downtown and North Manhattan Beach. This strategy would require land acquisition or leasing and demolition of existing structures.

Potential Opportunities

The City should review the following locations for new parking facilities:.

- Existing Chevron Parking Lot/Land adjacent to the southern border of the Chevron facility between Rosecrans and Crest – Chevron owns this parcel, and it is currently being used for construction staging for the Highrose El Porto/Project Verandas project. It was previously striped for parking. The City should work with Chevron to secure a long-term ground lease (or purchase) this land and utilize it as a parking facility. Approximately 110 parking spaces could be provided, and would significantly increase the non-beach parking supply in North Manhattan Beach, allowing for the expansion of the Merchant Permit program.
- US Bank Parcel – The US Bank at 400 Manhattan Beach Blvd has closed and the City has recently acquired the parcel. The dimensions of the parcel do not lend themselves to an efficient parking structure, and would likely require a joint development with a private developer to construct a mixed-use project with additional public parking provided with City participation. As a short-term measure, the former US Bank building could be demolished and the parcel stripped for parking.
    - Note that the City has recently initiated Project Pulse to determine an appropriate land use for both the Lot 2 and 400 Manhattan Beach Blvd parcels.
- Von's Parcel – The Von's at 410 Manhattan Beach Blvd was likely to be sold and/or closed as part of the Kroger-Albertsons merger that is no longer occurring. Acquisition of this parcel by the City would allow for an efficient parking structure footprint, and would also bring similar opportunities for a public-private partnership for a mixed-use development with public parking.

Responsible Party

The Public Works Department and Traffic Community Development Department would collaborate on due diligence items and studies, while the City Council would have the ultimate decision-making authority.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program as it increases parking supply and access. The strategy specifically meets and expands upon the goals of Policies I.A.2, I.C.1, I.C.2, I.C.3, and I.C.10. Consolidating parcels and driveways at the US Bank and Von's parcels, which have five driveways, could improve traffic circulation and decrease impact to traffic flow.

Strategy 13.4 – Pursue public-private partnerships to construct new parking supply for peak demand periods.

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

Strategy Overview

Pursuing public-private partnerships to construct new parking supply would increase the parking supply in Downtown and North Manhattan Beach. This strategy would not necessarily require land acquisition or leasing and demolition of existing structures but would require financial participation by the City.

Rationale

Pursuing public-private partnerships, with the City financially participating in the construction of additional parking on a private site, would allow the City to increase the public parking supply without necessarily having to acquire land and develop a project on its own. The City could fund the construction of additional parking on a redeveloping site and execute a shared parking agreement to operate more of the parking facility as a joint-use facility between public users and project users.

Responsible Party

Finance Department and Community Development Department

Implementation

1) The City should conduct market outreach to publicize the opportunity and attract a wide range of potential partners.
2) Once a suitable partner/property is identified, negotiate a deal structure that aligns both public and private interests.
3) Prepare restriping plans and engage a contractor or use Public Works Department to implement approved changes.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program as it increases parking supply and parking access. The strategy specifically meets and expands upon the goals of Policies I.A.2, I.C.1, I.C.2, I.C.3, and I.C.10.

FUNDING PARKING OPERATIONS AND TRANSPORTATION INFRASTRUCTURE

Parking Benefits District

Strategy 14.1 – Establish a Parking Benefits District and/or Parking Authority.

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

Strategy Overview

A Parking Benefits District (PBD) is a geographical area in which a portion of the area's parking revenues are used to fund infrastructure and services through a dedicated fund for improvements. Funds can be used for sidewalk repairs, lighting, transit services, parking infrastructure or operations, and other improvements. PBDs have been successfully implemented in cities across the country, including Pasadena, CA; Austin, TX; and Boulder, CO.

Rationale

PBDs are considered a best practice for managing parking demand and enhancing the financial sustainability of a commercial area. In PBDs, parking is priced according to demand to achieve an optimal parking occupancy of 85 percent, while revenues generated support the continued maintenance and economic vitality of the district. When implemented for parking operations, PBDs can also help centralize parking information by funding improvements to parking wayfinding, marketing, and technology to enhance the user experience.

Responsible Party

The Community Development Department, Finance Department, and City Council

Implementation

Implementation of a PBD can be expanded or right-sized to meet the needs of the City, including expanding to both the Downtown and North Manhattan Beach areas. Creating a PBD involves the following steps:

1) Define the boundary of the PBD.
2) Establish an ordinance to form a pilot program for the PBD, with details on program governance, percentage of revenue allocated to the fund, and acceptable uses for funds (i.e. transportation and streetscape improvements).
3) Inform stakeholders of the PBD and how it will benefit transportation and streetscapes in the district.
4) Adopt the ordinance through a City Council vote.
5) Establish a dedicated fund for parking and infrastructure improvements.
6) Collect funds by allocating a percentage of all paid parking transactions to the dedicated PBD fund.
7) Regularly review and update the PBD program to ensure its effectiveness and continued relevance.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program. As a funding strategy for parking, transportation, and streetscape improvements, this strategy supports Policy I.B.3. to encourage pedestrian and bicycle transportation.

Transportation Impact Fees

Strategy 15.1 – Implement Transportation Impact Fees.

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

Strategy Overview

A transportation impact fee is a fee imposed by a municipality on new development projects to fund parking and transportation infrastructure and services needed to accommodate the travel demands generated by that development.

Rationale

A transportation impact fee helps pay for capital expenses associated with serving new developments, reducing reliance on bonds to finance transportation infrastructure. As the City grows and redevelops, the impact fee generates funds to cover future transportation infrastructure, such as construction of sidewalks, bicycle lanes, bicycle parking facilities, and parking structures to ensure there is adequate access for all modes of transportation.

Responsible Party

Public Works Department, Planning Division, and Traffic Engineering Division.

Implementation

Implementing a Transportation Impact Fee (TIF) requires the following steps:

1) Develop a Capital Improvement Plan outlining transportation projects to be funded via TIF collections.
2) Establish the TIF area.
3) Develop a fee structure based on the cost of capital improvements and the scale or type of development.
4) Provide adequate notice and opportunities for public comment on the proposed TIF program.
5) Adopt an ordinance that establishes the TIF program, including fee structure, collection procedures, and expenditure guidelines. Ensure that the TIF program complies with relevant state laws and regulations.
6) Establish a dedicated fund for transportation capital improvements
7) Collect fees (typically upon issuance of a building permit or certificate of occupancy).
8) Regularly review and update the TIF program to ensure its effectiveness and continued relevance.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program. As a funding strategy for capital improvements associated with urban development, this strategy supports Policy I.C.1 to maintain and expand commercial district parking facilities to accommodate parking demand.

BICYCLE PARKING AND MICROMOBILITY

Bicycle Parking and Valet Parking

Strategy 16.1 – Expand short-term and long-term secure bicycle parking facilities.

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

Strategy Overview

The City and its partners should increase the amount of secure bike parking across the city to accommodate growing demand for bicycle travel. According to the Manhattan Beach Outdoor Dining Parking Study, bicycle parking demand is significant, especially in the Downtown and beach lots where many bicycles were parked against railings and street furniture due to lack of sufficient bicycle racks. Of the bicycles observed, up to fifty percent of observations were e-bikes.

The City can solicit feedback from the public to identify locations for new bike racks and partner with businesses and property owners to provide bike racks that the businesses and property owners could install for their patrons, residents, and employees.

Rationale

Expanding secure bicycle parking helps overcome a key barrier to biking as a mode of transportation, the lack of convenient and secure public bicycle parking facilities. More secure bike parking solutions can help protect higher-value e-bikes, which are an increasingly popular choice in Manhattan Beach for both recreational riding and commuting. Additionally, long-term secure parking near transit could aid travelers in making first/last-mile connections.

Responsible Party

The City's Public Works Department would lead bicycle parking installation through a public bicycle parking installation program, with input from businesses, employees, and residents.

Implementation

The following are important considerations for secure bicycle parking design and siting:

1) Install bicycle parking in line with recommendations from the Manhattan Beach Outdoor Dining Parking Study (2023).
2) Select appropriate bike parking solutions based on the expected duration bicyclists will park their bikes following the latest best practices and guidelines[1]. Longer parking durations require more secure and covered solutions such as bike cages or bike lockers (e.g., ProPark[2], BikeLid[3]).
3) Explore providing secure premium parking for higher value e-bikes (e.g., Bikeep[4] smart bike parking stations).
4) Select bike parking locations that are visible, convenient (e.g., within 50 feet of building entrances), and easy to use (e.g., bikes stay upright and have two points of contact with the rack).
5) Where right-of-way is limited and/or destinations are clustered (e.g., downtown), consider converting existing automobile parking spaces to bike parking spaces with bike corrals and signage.
6) Consider promoting bicycle rack installation through a municipal bike rack installation program similar to programs implemented in peer communities. A public bike rack program can provide structure and

financing for bicycle facilities, promote consistency of bike rack design, and ensure sufficient bike parking facilities are installed to meet the needs of businesses, visitors, and residents. The City of Culver City's Public Works Department manages a program for bicycle rack installation. The program uses an online application process for bicycle rack installation requests, and reviews applications to determine the highest demand locations and most suitable locations for installation of future bicycle racks.

[1] https://www.apbp.org/bicycle-parking-solutions
[2] https://cyclesafe.com/bike-parking/bike-lockers/propark-bike-locker-bank/
[3] https://bikelid.com/products/
[4] https://bikeep.com/smart-bike-parking-station/

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program. As a strategy that improves bicycle parking infrastructure, this strategy supports Policy I.B.3. to encourage bicycle transportation.

Strategy 16.2 – Explore a bike valet service to provide secure bicycle parking for special event attendees, residents, and visitors during seasonal peaks.

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

Current Conditions

Tour de Pier, a bicycle spin (stationary bicycle) event and cancer fundraiser, is the only Manhattan Beach event that offers bicycle valet parking.

Strategy Overview

A bicycle valet service is a secure, attended parking service for bicycles, similar to a car valet but for bikes. Cyclists can drop off their bikes at a designated area, where attendants watch over them until they return.

Rationale

Bicycle valet services are often offered at large events, concerts, festivals, sports games, or farmers markets to encourage biking and reduce congestion by facilitating bicycle parking. They offer a secure and efficient bike parking solution that requires less space and bicycle racks and is easier for families and other groups traveling by bike.

Responsible Party

Traffic Engineering Division, Public Works Department

Implementation

1) Identify large-scale events that are often attended by bicyclists.
2) Partner with a local bicycle shop or a bicycle non-profit organization, such as the Los Angeles County Bicycle Coalition, to coordinate and implement bicycle valet services for large-scale events.
3) Communicate about bicycle valet services to event attendees and visitors through social media channels, the visitor's center website, and other platforms.
4) Consider offering ongoing bicycle valet services for residents and visitors on summer weekends through a partnership with a local bicycle shop.

The Bike Center, a full-service bicycle repair and rental shop in Santa Monica, offers ongoing bicycle valet services for residents, visitors, and employees. Similar to a luggage storage service, users simply drop off their bicycle and the Bike Center secures the bicycle in their shop during normal business hours. The services are free for the first two hours, and then cost an hourly rate of $1.00 per hour. This bicycle valet service is convenient, affordable, secure, and flexible for both short-term users and employees who do not bike to work every day and do not have a bicycle parking membership. Information about the bicycle valet service is available on the City's visitor center website.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program. As a strategy that improves bicycle parking services, this strategy supports Policy I.B.3. to encourage bicycle transportation.

Micromobility

Strategy 17.1 - Explore a docked electric bicycle-share program to reduce vehicle parking demand.

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

Current Conditions

The City does not have a public bicycle-share program.

Strategy Overview

A docked electric bicycle share program is a municipal service that provides bicycles for general public use for short trips that are parked at specific stations when not in use. Docking stations are located at strategic locations (i.e. near bicycle paths and popular destinations like parks and beaches) and can be found using the vendor's mobile device. Vendors are responsible for charging and maintaining electric bicycle fleets. Users are charged a small one-time fee to ride the bicycle or can use the service regularly as part of a paid subscription, which is often subsidized for affordable rates. Cities with electric bicycle share programs include Santa Monica, Los Angeles, San Diego, San Francisco, and Sacramento,

Rationale

A bike share program provides access to a bicycle for residents, employees, and visitors to travel around Downtown, and along The Strand, potentially reducing vehicle trips and parking demand.

Responsible Party

Traffic Engineering Division

Implementation

Implementing a bicycle share program requires the following steps:

1) Identify an electric bicycle share service provider.
2) Develop an ordinance to establish a bicycle share pilot program, including details such as the geographic boundaries of the service, the City's and the vendor's responsibilities, and funding mechanism for the service.

3) Adopt the ordinance through a City Council vote.
4) Initiate the contract for ongoing services.
5) Identify suitable locations for bicycle docking stations.
6) If necessary, convert some on-street parking spaces to docking stations for bicycle share parking.
7) Communicate about the electric bicycle share program to businesses, visitors, and residents through the City's parking webpage, the Visitor's Center website, social media channels, and direct mail.
8) Work with the bicycle share provider to track and monitor ridership, and make changes to the program as needed.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program. As a strategy that provides bicycle sharing services, this strategy supports Policy I.B.3. to encourage bicycle transportation.

TRANSPORTATION DEMAND MANAGEMENT (TDM)

Transportation Demand Management (TDM) is the use of strategies to inform and encourage travelers to maximize the efficiency of our transportation systems leading to improved mobility, reduced congestion, and lower vehicle emissions (Association for Commuter Transportation, 2025). In essence, these strategies and tools are used to encourage the reduction of single-occupancy vehicles (SOV) in exchange for alternative transportation options that may involve active transportation, public transit, and other non-SOV modes.

Changes in commuter behavior can be influences by several strategies and tools, including but not limited to the following:

- Active transportation (walking, biking, scooters, etc)
- Transit incentives
- Personalized trip planning
- Investment in bicycle/pedestrian infrastructure and wayfinding

Marketing and Awareness Campaigns

Strategy 18.1 – Recommend social media strategies and other marketing efforts to reduce parking demand.

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

Current Conditions

Outside of the official website for the City of Manhattan Beach, the City also operates several social media accounts for the City itself, Fire Department, Parks and Recreation Department, and Police Department. The City also operates a mobile app (Reach Manhattan Beach), a local cable channel (MBTV), and a city-wide mailing list for email updates. These outlets are primarily used for official business, such as city-wide announcements, lane closures, job notices, and local news.

Additionally, social media accounts are operated by the Manhattan Beach Chamber of Commerce and the Downtown Manhattan Beach Business + Professional Association.

Strategy Overview

The City already has a unified branding guide that identifies social media posts as being created by the City itself, and is quite unique in representing the City's coastal identity. The City may choose to incorporate information on local transit options, bike/ped opportunities, and other language changes that encourage non-SOV commuting throughout the City. This may include shifting event language and building directions to detail non-SOV travel options first before any drive-alone routes.

City may also choose to create or sponsor the creation of a Transportation Management Association/Organization (TMA/TMO) as a key strategy for encouraging non-SOV commute behaviors to employers and employees of the City's businesses. A TMA/TMO is a type of non-governmental association that serves as a public-private partnership between businesses and the City to promote and provide transportation options for commuters that reduce traffic congestion and improve air quality.

Alternatively, the City may choose to implement a TDM ordinance that establishes a framework for employers to coordinate and provide transportation programs for its employees, both mandatory and optional.

Rationale

- TMAs/TMOs encourage a public-private partnership between the City and businesses to promote sustainable and active transportation options via marketing tactics, events, resources/guides, and other monetary/non-monetary incentives.
- A city-wide marketing campaign benefits from a unified brand identity, creating legitimacy and confidence among both residents and non-resident visitors that the information being provided can be trusted and relied upon.
- Further motivates the transtheoretical model (i.e. Cycles of Change) in people who may be unaware of, or are potentially considering options for changing their commute habits.

Responsible Party

- Communications Team via the Office of Communications
- Manhattan Beach Chamber of Commerce and other involved stakeholders
- If the City chooses to implement a TMA/TMO ordinance, this may involve the Planning Commission under the Community Development Department, as well as the City Council itself to review and present this ordinance to the public for adoption.

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.

Implementation

1) Coordinate with the Communications Team to create a series of graphics, informational posts, brochures, pamphlets, and social media posts that present active transportation and public transportation as preferred modes for moving around the City, particularly when accessing the beach or local businesses.
2) Coordinate with local businesses and the Chamber of Commerce to distribute commuter-related information for employers to share with their employees.

3) Coordinate with local businesses and the Chamber of Commerce to establish a TMA/TMO.
4) If pursuing an ordinance change, draft a TDM ordinance plan to present to local stakeholders and impacted residents for feedback.

Compliance with the City's Local Coastal Program

This strategy complies with the City's local Coastal Program, spreading a broad impact across several of the policies listed under the Coastal Plan. This strategy may assist in meeting or exceeding the goals of Subsections B and C within Chapter 4, Section I: Coastal Access Policies.

On-Demand Microtransit

Strategy 19.1 – Evaluate the feasibility of on-demand microtransit to allow more local, short trips without a car.

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

Current Conditions

There are no public on-demand microtransit services in Manhattan Beach.

Strategy Overview

On-demand microtransit service is a door-to-door transportation service to most locations within a designated service area. Users can request rides during the scheduled service hours using a mobile application. An example of an on-demand services is the City of San Diego's FRED service, a free on-demand shuttle service with service to and from popular downtown destinations. For more details about this microransit service, refer to the sidebar on the following page.

CITY OF SAN DIEGO'S FRED SHUTTLE SERVICE

In 2016, the City of San Diego began offering a neighborhood on-demand shuttle service operated by Circuit. FRED is mobility option that reduces vehicle trips and supports local businesses. FRED provides rides anywhere within the Downtown, including destinations and districts such as Little Italy, Gaslamp Quarter, Petco Park and the San Diego Convention Center. Passengers can request a ride through the Ride Circuit mobile application. The application shows "virtual stop" locations where passenger pick up and drop off hubs are located. The estimated wait time is 10 minutes Service hours are 7:00 am to 7:00 pm Monday through Thursday with extended evening hours on Fridays and weekends..

Justification

On-demand microtransit in downtown districts serve as a first-last mile connection to support transit ridership or active modes. They can help visitors and employees access destinations with limited high-frequency transit service. They can help to improve and augment intra-district or intra-neighborhood mobility and accessibility significantly by transporting people from transit stations to local destinations. **Figure 19** shows the service area for San Diego's FRED microtransit service.

Figure 19. City of San Diego's FRED On-Demand Shuttle Service Area

Source: City of San Diego

Responsible Party

Traffic Engineering Division

Implementation

Steps for implementation of a microtransit service include:

1) Identify possible service areas for on-demand shuttle service.
2) Determine an appropriate service schedule based on peak demand periods for user groups.
3) Select a transportation operator responsible for managing fleets and service.
4) Secure funding for the mobility service.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program. As a transit service, this strategy supports Policies I.B.1 and I.B.2 to encourage public transportation use and thereby reduce vehicle parking demand and air pollution.

Remote Parking and Shuttle Transportation

Strategy 20.1 – Identify remote public parking options and shuttle transportation services.

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

Current Conditions

There are no remote public parking options with shuttle services in Manhattan Beach.

Strategy Overview

During the week, under-utilized parking facilities may be repurposed during hours of low utilization to provide parking for employees working in areas with more limited parking resources or heavy congestion at peak times. This may include utilizing the parking lots of churches and public schools During the weekends, this shared parking strategy may be expanded to allow for both employees and non-resident visitors to use parking facilities typically not in use during the weekend. This may include churches during off-service hours, office parks, and schools.

For parking facilities that are closer in distance to the city's points of interest and beach access points, the City may choose to implement a comprehensive system of bike/pedestrian wayfinding that may include both distances and travel times. For parking facilities that are a further distance from the aforementioned points, the City may also consider using a shuttle service for times when the lot is open for public parking. This shuttle can operate on an on-demand basis, collecting parkers from all lots to major points of interest within the City. The shuttle can work in tandem with the strategy proposed in Strategy 19.1 "On-Demand Microtransit"

Rationale

- Parkers that are price-sensitive can be encouraged to use remote parking facilities instead of the pricier metered stalls and garage rates in the downtown area, freeing overall Downtown capacity.
- Reduces overall congestion in the downtown area as vehicles are provided with additional parking options further out. This, in turn, can improve local air quality and improve noise conditions.

Responsible Party

Traffic Engineering Division

Implementation

Implementing this strategy may require the following steps:

1) Coordinating with businesses, properties, and other entities that have available parking facilities to perform a utilization audit, determining peak utilization times and times of low use.
2) Coordinating with businesses, properties, and other entities to then share their parking facilities with the City during off-peak hours to provide parking to the public. This may involve providing an incentive to properties sharing their parking, or creating a long-term contracting agreement.
3) Coordinate with any mobility service provider that is launched as a part of Strategy 21.1 "On-Demand Microtransit" to then include these parking areas into its service area.

Compliance with the City's Local Coastal Program

This strategy complies with the City's local Coastal Program, specifically meeting the goals of Policies I.B.2 and I.B.8.

Employee TDM Strategies

Strategy 21.1 – Consider offering discounted employee rideshare services to reduce parking demand.

Timeline	Level of Effort	Level of Investment
Mid-term	**Low**	**$$$**

Current Conditions

The City does not currently offer discounted employee rideshare services.

Strategy Overview

Rideshare services such as Uber Pool or Lyft Shared can help alleviate the overall demand of parking in the downtown area, as employees of the same business, or those of businesses that are physically close together, are now encouraged to share a ride through the shared ride benefit. Rideshare services will typically provide discounted rides as a part of an employer's commuter benefits package, which involves setting aside an amount of pre-tax dollars from the employee's paycheck to be used for commuting expenses. These commuter benefits can also be expanded beyond rideshare to include transit fares, parking fees, and other commuter expenses. Typically, this benefit is provided as a part of the Qualified Transportation Fringe Benefit program under IRS Section 132f.

This benefit can be provided to employers and employees in tandem with the creation of a TMA/TMO or a greater TDM ordinance, as outlined in Strategy 20.1 "Marketing and Awareness Campaigns."

Rationale

- Shared rides encourage the use of carpooling, reducing the overall number of vehicles commuting towards the downtown area where most small businesses are located.
- Benefits can be provided on an employer-by-employer basis and mandated by the City, ensuring that all employees working within City limits have equitable access to such a program.
- Fewer employee vehicles allow for additional parking stalls to be available for residents or non-resident visitors, especially in the areas of highest demand.

Responsible Party

Traffic Engineering Division. If done as a part of a TMA/TMO creation or a TDM ordinance, refer to the responsible parties for 20.1 "Marketing and Awareness Campaigns."

Implementation

- Implementing this strategy may require the following steps: Perform a demand analysis to determine the number of commuters coming into the downtown area and use this analysis to determine a feasible goal for converting a certain number of commuters from SOV to non-SOV modes, including rideshare.
- Secure funding and budget for providing this program to employers. This may involve a cost-sharing model in which the City covers a portion of the program, which is supplemented by employers to then provide to their employees.
- Partner with rideshare services, such as Uber Pool or Lyft Shared, to provide discounted/subsidized fares or ride vouchers.
- Develop eligibility criteria for the program, which may include criteria such as the following: work location, home location, current distance from work, employer size, etc.
- Implement, track, and measure the overall return on investment (ROI) of the program by measuring against the reduction goal set in the initial demand analysis.

Compliance with the City's Local Coastal Program

This strategy complies with the City's Local Coastal Program, spreading a broad impact across several of the policies listed under the Coastal Plan. This strategy may assist in meeting or exceeding the goals of Subsections B and C within Section I: Coastal Access Policies.

STRATEGIES CONSIDERED BUT NOT RECOMMENDED

The following strategies were considered but rejected for inclusion in the strategy toolkit for a variety of reasons. These strategies, and the reason for their rejection, are briefly explained below.

Strategy X.1 – Adjust or eliminate time limits for on-street parking and establish tiered pricing to encourage turnover. Staff and Commission did not recommend moving this strategy forward.

Strategy X.2 - Implement public attendant parking in selected parking facilities during peak utilization hours. Staff and the Commission did not recommend moving this strategy forward.

Strategy X.3 – Implement a Smart Loading Zone pilot program for on-street loading areas. Staff and Commission do not recommend this strategy due to the difficulty in identifying and enforcing reserved street spaces.

Strategy X.4 – Revise parking minimum requirements and establish maximum parking requirements in the Commercial District. Staff and Commission do not recommend this strategy until such a time as a surplus of parking is available in public facilities.

The following strategies were considered but rejected by the Consultant prior to the draft strategies document. These strategies were considered poor fits for the City's goals. These strategies, and the reason for their rejection, are briefly explained below

Strategy X.5– Install parking sensors. The City currently has sensors related to its single-space IPS meters. Strategy 3.2 recommends removing single-space meters and replacing them with multi-space meters. Consistent with the City's Parking Technology Roadmap, it is recommended that sensors be entirely removed from the City's operation. The functionality of sensors for parking occupancy is replaced by pay station technology.

Strategy X.6 – Implement real-time dynamic pricing of on-street parking. Dynamic on-street pricing involves real-time changes to parking prices based on parking occupancy. While great in theory for parking management, in practice, it can result in a negative customer experience and may confuse patrons, as they do not know what they will be paying for parking until they park. In Manhattan Beach, where there is and will continue to be unmet beach parking demand in the summer, dynamic pricing would not free up parking unless the price rises well above what is currently allowed by the City Council. The recommendation for seasonal pricing is more straightforward and easier to implement.

Strategy X.7 – Changes to Existing resident parking permit districts and additional districts. The existing residential parking permit districts east of Ardmore have been successful at reducing Downtown employee parking on residential streets. No further additions to the program or changes are recommended as most of the Downtown and North Manhattan beach study areas are in the Coastal Zone. Adoption of resident permits within the Coastal zone would be considered preferential and rejected by the Coastal Commission.

Strategy X.8 – Adopt a local cash out ordinance. A parking cash-out ordinance requires parking fees to be unbundled from office leases so that parking costs are not subsidized by the employer. A typical parking cash-out ordinance requires employers of a certain size (such as employers with 50 or more employees) to offer parking in owned or leased spaces to offer the equivalent value as cash-out for employees who commute by walking, biking, or transit and therefore do not drive and require a parking space. Cities that have implemented parking-cash out ordinances include Santa Monica, CA and Boulder, CO. This strategy is not recommended in Manhattan Beach are there are very few employers with over 50 employees so the effort to create and administer the program may outweigh the potential benefits.

POTENTIAL FUNDING SOURCES

The following table presents a list of potential funding sources for some of the recommended strategies. It excludes City-specific funding strategies that have already been captured as strategies, such as a transportation impact fee, the creation of a parking benefits district, and a review of the existing in-lieu fee program.

Most of the sources listed in the table are highly competitive and would require a significant amount of staff time and resources to prepare applications and submittals. Specific actions and programs derived from the strategies above would have to be determined as targets for specific funding applications.

Table 8: Potential Funding Sources

Funding Source	Funding Type	Funding Entity	Primary Mitigation Measure Categories Eligible for	Considerations
Measure M Local Return	Regional formula fund	LA Metro	TDM, parking and curb management	Formula-based; predictable funding; requires compliance with Metro guidelines and reporting.
Measure R Local Return	Regional formula fund	LA Metro	Multi-modal infrastructure, TDM	Formula-based; predictable funding; requires compliance with Metro guidelines and reporting.
Metro Multi-Year Subregional Program (MSP)	Regional subregional programming (non-competitive)	LA Metro / Subregions	Future parking supply, multi-modal infrastructure, TDM	Non-competitive within subregion; requires inclusion in 5-year plan; Metro Board approval needed.
LA Metro Active Transportation Program (ATP)	Regional competitive capital program	LA Metro	Multi-modal infrastructure, TDM	Highly competitive; aligns with Metro Active Transportation Strategic Plan; strong equity and safety justification required.
CA Active Transportation Program (ATP)	State competitive grant	California Transportation Commission (CTC)	Multi-modal infrastructure, TDM	High competitive; equity focus; no mandatory match; strong community engagement; readiness requirements; comprehensive scoring.
Sustainable Transportation Equity Project (STEP)	State competitive grant	California Air Resources Board (CARB)	Multi-modal infrastructure, TDM, community engagement and education	Highly competitive; requires integrated multi-strategy projects; strong community engagement required.
Affordable Housing and Sustainable Communities (AHSC)	State competitive grant	California Strategic Growth Council (SGC)	Multi-modal infrastructure, TDM	Requires housing component; complex application; competitive scoring based on GHG reduction and equity.
USDOT Safe Streets and Roads for All (SS4A)	Federal competitive grant	US Dept. of Transportation	Multi-modal infrastructure, TDM	Highly competitive; requires approved safety action plan for implementation grants; 20% local match required.
USDOT RAISE (Rebuilding American Infrastructure with Sustainability and Equity)	Federal competitive grant	US Dept. of Transportation	Multi-modal infrastructure, TDM	Extremely competitive; requires detailed benefit-cost analysis; 20% local match; strong equity and climate outcomes favored.
FHWA Congestion Mitigation & Air Quality (CMAQ)	Federal formula funds (project selection competitive regionally)	FHWA / Caltrans / SCAG	Multi-modal infrastructure, TDM	Regional competitive selection; must demonstrate air quality benefits; operating support allowed for new transit services.
FHWA PROTECT – Formula & Discretionary	Federal formula & competitive grants	FHWA	Multi-modal infrastructure, future parking supply	Requires resilience focus; discretionary grants need benefit-cost analysis; formula funds allocated to states.
FTA 5310 – Enhanced Mobility of Seniors & Individuals with Disabilities	Federal formula funds (regional competitive project selection)	FTA / LA Metro / LADOT	Multi-modal infrastructure, TDM	Regional call for projects; must serve seniors and individuals with disabilities; vehicle and mobility management eligible.
FTA 5307 – Urbanized Area Formula Grants	Federal formula funds	FTA / LA Metro / LADOT	Multi-modal infrastructure, TDM	Formula-based; requires inclusion in TIP/FTIP; funds primarily for transit operations and preventive maintenance.

CONCLUSIONS

The strategies contained in this report, and approved for consideration by City Staff and the Parking & Public Improvements Commission, are intended to assist the City in achieving the following goals:

- Creation of a realistic plan for more effective use of parking resources and better management of public parking areas in Downtown and North Manhattan Beach.
- A parking system that contributes positively to the City's image.
- A parking system that supports livability and economic development in the Downtown and North Manhattan Beach commercial areas.
- A parking system that is abreast of employs the latest technology to improve the user experience.
- A financially sustainable parking system.

05 Stakeholder Outreach Summary

STAKEHOLDER OUTREACH SUMMARY

Stakeholder outreach occurred throughout the study development process and included the following:

- An online survey open to the public, residents, employees, and businesses.
  - Separate surveys were available for Downtown and North Manhattan Beach
- A community outreach meeting for Downtown on October 21, 2024
- A community outreach meeting for North Manhattan Beach on October 28, 2024.
- City staff met with the Parking and Public Improvements Commission (PPIC) on XX, XX, 2025 to review and obtain feedback on the strategies toolkit.
- City staff and Walker had a City Council study session on XX, XX, 2025 to review and obtain feedback on the strategies toolkit.

Results of the survey response and other outreach-related materials are provided in Appendix B.

A Appendix A Existing Conditions

APPENDIX A – EXISTING CONDITIONS REPORT

B Appendix B Outreach Materials

APPENDIX B – OUTREACH MATERIALS