EL SEGUNDO DOWNTOWN PARKING STUDY RESULTS

Daisy Sanchez – Intern at the City Manager’s Office
Objective: To develop a factual understanding of parking in Downtown El Segundo and any shortages it may face.

Three step process:
1. Conduct a Downtown Parking Survey.
2. Use the results from the survey to structure and conduct a parking study for the Downtown El Segundo area appropriately.
3. Speak with a professional parking management firm.
A parking survey, made available to everyone through the City website, was conducted from July 20th to August 20th

We received over 450 responses during that time with help from the Police Department and the Chamber of Commerce

The survey was also advertised at the Parks and Recreation Booth at the Farmer’s Market
PARKING SURVEY RESULTS

• In total, 64% of respondents believe parking is a concern to varying degrees.

How would you characterize yourself?

- El Segundo Resident: 380 (83.7%)
- Downtown Employee: 40 (8.8%)
- Business Owner: 40 (8.8%)
- Property Owner: 54 (11.9%)
- Visitor: 17 (3.7%)
- Other: 15 (3.3%)

Is there a parking problem in Downtown?

- Yes, parking is a very big concern: 85 (18.7%)
- Yes, parking is a concern: 208 (45.7%)
- No, there is no parking problem: 162 (35.6%)

• The vast majority of respondents were residents.
PARKING SURVEY RESULTS

Where in Downtown is there the biggest parking problem?

- Main Street (North of Grand Avenue to Mariposa Avenue): 131 (29.6%)
- Main Street (South of Grand Avenue to El Segundo Blvd): 178 (40.3%)
- Richmond Street: 143 (32.4%)
- Grand Avenue: 60 (13.6%)
- Standard Street: 26 (5.9%)
- None - parking is always available: 103 (23.3%)
- Other: 70 (15.8%)

What day is parking the most limited?

- Weekdays: 243 (53.4%)
- Monday: 12 (2.6%)
- Tuesday: 10 (2.2%)
- Wednesday: 13 (2.9%)
- Thursday: 64 (14.1%)
- Friday: 53 (11.6%)
- Weekends: 109 (24%)
- Saturday: 28 (6.2%)
- Sunday: 16 (3.5%)
- None - Parking is always available: 94 (20.7%)

- Most concern about Main Street, 70% of respondents signaled of this street as the biggest concern

- Most concern about parking on weekdays, especially Thursday, but weekends as well
PARKING SURVEY RESULTS

• The majority of respondents are concerned with lunch and dinner time parking.

<table>
<thead>
<tr>
<th>Time</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning time (8-10 am)</td>
<td>38</td>
</tr>
<tr>
<td>Lunch time (11 am-4 pm)</td>
<td>274</td>
</tr>
<tr>
<td>Dinner time (5 pm-8 pm)</td>
<td>188</td>
</tr>
<tr>
<td>None - Parking is always available</td>
<td>82</td>
</tr>
</tbody>
</table>

• The parking structure on Grand Avenue and Richmond Street is not strategically placed according to about half of respondents.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety concerns</td>
<td>25</td>
</tr>
<tr>
<td>Lack of cleanliness</td>
<td>38</td>
</tr>
<tr>
<td>Not enough</td>
<td>4</td>
</tr>
<tr>
<td>I forget it's there</td>
<td>62</td>
</tr>
<tr>
<td>Too far from location</td>
<td>143</td>
</tr>
<tr>
<td>I don't think there will be space</td>
<td>26</td>
</tr>
<tr>
<td>Other</td>
<td>80</td>
</tr>
</tbody>
</table>
A little more than half of the respondents wrote their own answer for this question, most often arguing against parking meters. However, the most popular option of those listed was parking meters (20%).

For those who picked an option that requires payment for parking, like valet services or parking meters, they were asked whether paying would affect the frequency with which they visit Downtown. The majority (73%) said the frequency would remain the same. In addition, about 12% said the frequency would increase.
PARKING SURVEY RESULTS

Ultimately, the majority of respondents do not avoid Downtown because of parking (63%). Of the remaining respondents, about 30% only avoid Downtown on certain days or certain times of the day and the last 7% avoid Downtown all the time because of parking.
PARKING STUDY: METHODOLOGY

- Studied everyday at 1 pm and 6 pm
- Studied three times a week, at 1 pm and 6 pm
- Studied twice a week, at 1 pm and 6 pm
PARKING STUDY: RESULTS

The optimal average parking occupancy rate is 85%* so that there is always space available during the busiest hours and parking is not over supplied. The average should not be any higher as that implies that there are points, during the busiest hours, where there is no parking.

Overall Downtown average occupancy: 66%
Main Street average occupancy: 59%
Franklin Avenue average occupancy: 80%
Grand Avenue average occupancy: 57%
Richmond Street average occupancy: 83%
Standard Street average occupancy: 57%
Pine Avenue average occupancy: 45%
Holly Avenue average occupancy: 55%
Mariposa Avenue average occupancy: 51%
The average for Richmond Street is 83%, with peaks on Thursdays. While 83% is close to the maximum 85%, the additional parking coming with the Richmond Street Parking Project should provide some relief.
Although the average is 80%, there are multiple points where this street is at maximum capacity. The range of values is so great that the average is not truly indicative of the situation.
FRANKLIN AVENUE AND RICHMOND STREET PARKING LOT
AN INTERVIEW WITH THE EXPERTS

SP+ Parking is the leading provider of professional parking management services throughout North America.

Their primary recommendation was that we maximize the parking the City already provides, such as the parking lot on Richmond and Franklin as well as the parking garage off Grand and Richmond, rather than to attempt to build or purchase more. This could be done through valet parking or through parking restrictions.

They also said that it would not be ideal to turn the public parking lot on Franklin and Richmond into a parking garage as the space is too limited.
CONCLUSION

Although there is significant concern from residents, the whole of Downtown El Segundo has sufficient parking as of now. There should be continued monitoring of that area to see if there is a general increase over time.

Richmond Street could be a concern, but with the changes in parking spaces it should be fine. Further study once these changes are installed is necessary.

Franklin Avenue has a shortage of parking and the current public parking provided has proved to not be enough at multiple occasions. This could be solved through valet parking, parking restrictions on the City’s lot on Franklin and Richmond, or an agreement to make use of private lots.

As economic development continues to increase, the demand for parking will continue to increase so it would be advantageous to plan ahead. The marketing and awareness of what parking is already available, such as that of the Richmond and Grand garage, should be improved. A mobile app that has a parking feature would allow for visitors that come into El Segundo to be able to identify where public parking is could help.
This is just one solution, but with more and more renowned restaurants coming into the Downtown area that bring people from other cities, this could prove to be helpful.