

Memorandum

Date: December 17, 2021 (*revised 1/27/2022*)
To: Shellan Rodriguez, The Pacific Companies
From: Katy Cole and Angelica Rocha; Fehr & Peers
Subject: **The Parcel Parking Management Plan: Phase 1 Parking Management Strategies and Monitoring Plan**

SD21-0421

The purpose of this Phase 1 Parking Management Strategies and Monitoring Plan ("the Plan") is to summarize strategies that will help reduced parking demand at The Parcel Phase 1 ("the Project") and to identify a process for monitoring the parking demand to determine if the supply is adequate to serve the needs of the development.

The plan satisfies the Condition of Approval #85 within Exhibit B of Resolution NO. 21-10 for Phase I development which states:

Prior to the issuance of the first Certificate of Occupancy for a housing unit, the developer shall provide a parking management plan for final approval by the Town Council that demonstrates how alternative modes of transportation will reduce the parking needs for the project with consideration for the entire master planned area. Identified solutions shall be primarily derived from the Town's mobility planning efforts, including both accepted and adopted documents and should be in place prior to the issuance of the first Certificate of Occupancy. The parking management plan, that will be developed in coordination with the Town, should include clear metrics and triggers that allow additional parking to be provided for the project, with consideration for the master planned area, if the management plan does not achieve its goal. ¹

Strategies outlined in The Plan were created in collaboration with The Pacific Companies and The Town of Mammoth Lakes ("the Project Team") and are consistent with the parking requirements approved for *The 2021 Parcel Master Plan*. We provide additional strategies for the Project Team to consider, however, these strategies are not required as a condition of approval.

¹ Town of Mammoth Lakes, Resolution 21-10, Exhibit B (2021)



Lastly, the Plan outlines the process for monitoring parking from the pre-construction phase through varying levels of occupancy. After the project is fully occupied, monitoring should occur every two years for six years after the project is fully occupied. This monitoring effort includes a parking occupancy study and resident surveys. This combined approach is encouraged to enhance resident experience and manage conflict with adjacent landowners but is not required as part of the project's condition of approval.

Parking Requirements and Proposed Management Strategies

The following section outlines parking requirements identified in *The 2021 Parcel Master Plan* and our recommendations for additional parking management strategies. Our team provided nine additional strategies for consideration by the project team in **Table 1**. The condition of approval does not require the project team to implement any of the recommendations listed beside the six requirements included in the approved master plan.

Each strategy was assigned to one of three "phase of implementation" categories: design & construction phase, project opening phase, and when parking demand is found to exceed parking supply. Design & Construction are strategies that require coordination prior to project construction. Strategies for project opening should be implemented as soon as the project is built, and residents begin to occupy units. Strategies identified for when parking demand is found to exceed parking supply should be considered after parking occupancy study flags a supply issue.



Table 1: Project Parking Requirements and Proposed Management Strategies

#	Strategy	Category	Included in Master Plan	Proposed by Consultant	Description	Implementing Party	Responsible Party	Phase of Implementation
1	Long-term bicycle parking (90% of ratio)	Building Design Elements	X		Covered and protected bicycle parking for storage at all times of day.	Developer	Property Owner	Design & Construction (complete per approved drawings)
2	Short-term bicycle parking (10% of ratio)	Building Design Elements	X		Bicycle racks located near building facility entrances.	Developer	Property Manager	Design & Construction (complete per approved drawings)
3	On-street parking	Building Design Elements	X		Additional on-street parking for guests or overflow parking.	Developer	Developer	Design & Construction (complete as per approved drawings)
4	On-site transit stops	Building Design Elements	X		Design and placement of on-site transit stops to increase access and ridership. Transit stop design should include bus shelter for use in all weather.	Developer & Eastern Sierra Transit Authority (ESTA)	Eastern Sierra Transit Authority (ESTA)	Design & Construction (complete as per approved drawings)
5	Dedicated car and ride share program space	Building Design Elements	X		Provide preferential and dedicated parking space for a community shared car (car not provided by management).	Developer	Property Owner	Design & Construction & Operating
6	Outlet for electric bicycle charging in bike storage room and common areas	Building Design Elements		X	Accessible outlets for residents to charge their electric bicycle in bike storage room and within common areas.	Developer	Property Manager	Design & Construction
7	Active Parking Management	Program		X	Staff responsible for parking management (e.g., tenant not parking on unpaved areas, not parking in front of dumpsters, not parking on neighboring properties).	Property Manager	Property Manager	Project Opening & Operating



8	Free educational materials	Program		X	A guide with alternative mode information such as bicycle facilities/routes, transit routes, and walking paths to key destinations.	Property Manager	Property Owner	Project Opening & Operating
9	Gamification/Incentive program	Program		X	Create competitions around any mode (biking competition, pedometer/walking challenges), develop recognition programs (Commuter of the Month, etc.) and provide prizes.	Property Manager	Property Owner	Project Opening & Operating
10	Assigned parking spot and parking permit	Program		X	Assign parking space (if needed) and provide parking permit at time of move-in.	Property Manager	Property Owner	When parking demand is found to exceed parking supply
11	Explore the possibility of unbundling parking spaces within financing regulations	Parking Programs		X	Leasing of parking spaces separate from the unit rent.	Property Manager	Property Owner	When parking demand is found to exceed parking supply
12	Commuter information/trip planning services	Program		X	An on-site, one-stop shop for transit and alternative commute information providing education and support for easy use of alternative modes.	Property Manager	Property Owner	When parking demand is found to exceed parking supply
13	Carpool programs	Program		X	Carpool programs help carpools to form by matching drivers and passengers.	Property Manager	Property Manager	When parking demand is found to exceed parking supply
14	Bike share program	Program		X	A bike share program provides residents with bicycles and locks and can help eliminate trips made by car.	Property Manager	Property Manager	When parking demand is found to exceed parking supply

Notes: Data compiled by Fehr & Peers, 2021.
Sources: The 2021 Parcel Master Plan (2021)



Monitoring

The following section outlines a plan for monitoring parking supply and effectiveness of the parking reduction strategies listed in the previous section. To monitor parking, we suggest that a parking occupancy study be performed. Details on study methods, frequency, and reporting are listed below. In addition, we recommend the Project Team and/or future property manager conduct a resident survey to evaluate if the reduction strategies implemented are working.

Parking Occupancy Study

Parking monitoring should perform parking occupancy counts on streets adjacent to the project. The project's adjacent streets have limited on street parking, so illegal off-street parking should be monitored by the local jurisdiction with the help of the property management and adjacent property owners. If a parking issue occurs, it is anticipated it will be due to illegal parking in the summer months.

We recommend performing parking occupancy counts at the following times: pre-construction and post-occupancy study every two years.

To best capture typical conditions, counts should be conducted three-days in a row on a Tuesday, Wednesday, or Thursday. Counts should be conducted in the summer and winter to account for the seasonality of the Town. It is critical that the counts be collected on a 'typical day' in the study area and collection should not overlap with a public holiday.

The following streets should be considered for the parking occupancy study:

- Center St
- Shady Rest Rd
- Manzanita Rd
- Chaparral Rd
- Tavern Rd east of Laurel Mountain Rd

For each street segment within the monitoring area, the following parking occupancy data should be collected on three consecutive days during the two seasons identified above:

- Data should be collected on at least 3 consecutive days at three or four different time periods: 5AM, 12PM, 6PM, and 9PM. Note that parking demand at residential projects is highest at night (when everyone is home asleep); therefore, the nighttime and early morning counts are critical to the data collection.
- Number and location of legal on-street parking spaces (parking inventory) on each block.
- Any restrictions or requirements that apply to the on-street parking spaces, such as no parking signs, meters, or specific time restrictions.
- Number and location of parked vehicles on each block.



- Once occupied, the parking occupancy study will include an on-site component. Total on-site parking capacity (including covered parking stalls and guest parking) and total number of used and empty stalls should be collected.

Future changes in data collection methodologies and technologies may allow for more accurate, time efficient, and/or cost-efficient monitoring procedures than those outlined in this Plan. Alternative methods may be used with written approval of TOML Staff.

Conducting the Study

The project team should define a strategy for how the parking occupancy study is conducted. We have identified three options for implementing the proposed parking occupancy study.

- The developer can hire un-biased third-party consultant team to perform the study.
- The developer can administer funds for the Town to procure an unbiased third-party consultant team to perform the study.
- Developer and/or property manager can conduct the study.

The Town should have the discretion to request a parking occupancy study if residential conflicts arise prior to the post-occupancy counts as stated below.

Study Timeline

Pre-construction (baseline) counts: Conduct a parking demand survey on identified streets after the project's development application is approved and prior to start of project construction. This data will be crucial for understanding the existing parking demand of the area.

Post-occupancy counts: Conduct a parking demand survey on identified adjacent streets and an on-site survey. This study should be conducted 6-12 months after project is fully occupied or when the project is 85% to 95% occupied, whichever comes first.

Every Two-Years: Conduct a parking demand survey on identified adjacent streets and on-site every two years after reaching full-occupancy for a total of three occupancy studies. If the data does not reveal that parking demand exceeds parking supply within six years of full occupancy, the surveying can be discontinued.

If parking demand is found to exceed parking supply, the proposed parking management strategies should be applied. See **Table 1** for implementable strategies when parking supply exceeds demand. A second count should be conducted 8 weeks after the implementation of any new strategy.

The Town of Mammoth Lakes has no official threshold for parking spillover from a new development project to date. The following situations should be used as a framework for assessing the parking supply issue after a parking occupancy study is performed:



- Parking demand of new residents exceeds available spaces by more than 15% as collected during the parking occupancy surveys
- On-site parking occupancy is 85 percent or higher and on-street parking occupancy on nearby streets is 80 percent higher than baseline as collected during the parking demand surveys.

An additional occupancy study should be performed one year after issue is identified to test implemented management strategies.

Report findings: Study results should be submitted to TOML. Findings from study can be shared with Council through Staff, Developer, Property Manager, or hired consultant team.

Resident Survey

A resident survey should also be implemented to evaluate residential mode preferences, parking utilization, and effectiveness of the parking reduction strategies. Resident surveys should be performed in tandem with the bi-annual post-occupancy studies. Topics for questions should include vehicle ownership, travel pattern behavior, and overall resident parking satisfaction. First the survey can be administered virtually using an online survey platform. If participation is low, we encourage door-to-door solicitation of residents. The project team is encouraged to provide participants with an incentive (such as prizes, cash, etc.) to increase survey sample size. The Pacific Companies has an existing resident rewards program that will be implemented at the project and can be used for rewarding residents who participate in the survey.