

Runyon Canyon Comprehensive Strategies Report

May 20, 2019

DAVID RYU
COUNCILMEMBER • DISTRICT 4



DIXON
RESOURCES UNLIMITED

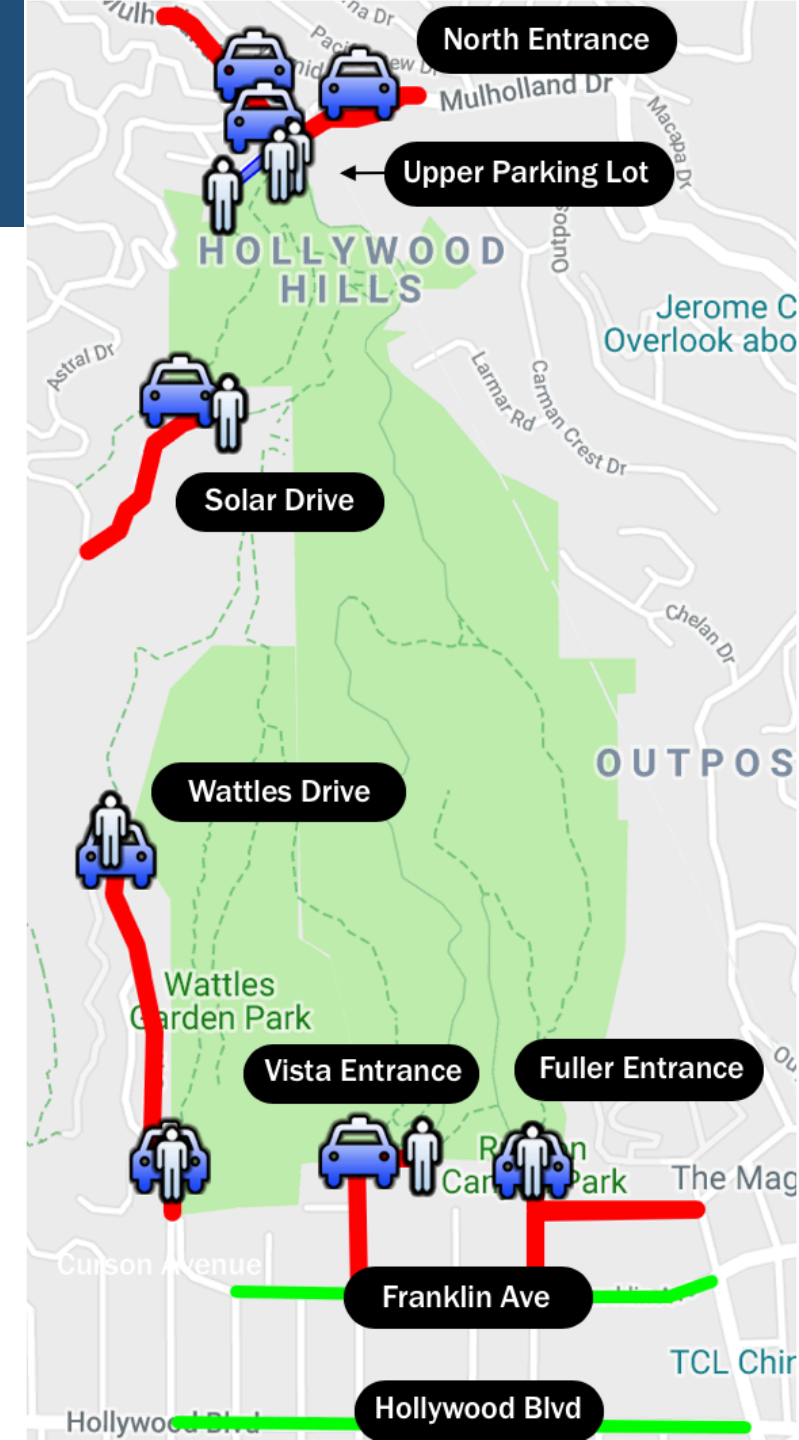
Data Analysis

Data Collection Methodology

| Data Collection Round | Weekday | Weekend Day |
|-----------------------|----------------------------|----------------------------|
| Round One | Thursday, June 28, 2018 | Saturday, June 30, 2018 |
| Round Two | Thursday, October 18, 2018 | Saturday, October 20, 2018 |

Key:

- Red lines:** on-street parking occupancy, Rounds 1 & 2
- Purple rectangle:** north parking lot occupancy, Rounds 1 & 2
- Person icons:** visitor intercept surveys, Rounds 1 & 2
- Green lines:** on-street parking occupancy, Round 2 only
- Vehicle icons:** daily traffic volume counts, Round 2 only



Noteworthy Findings – Online Survey

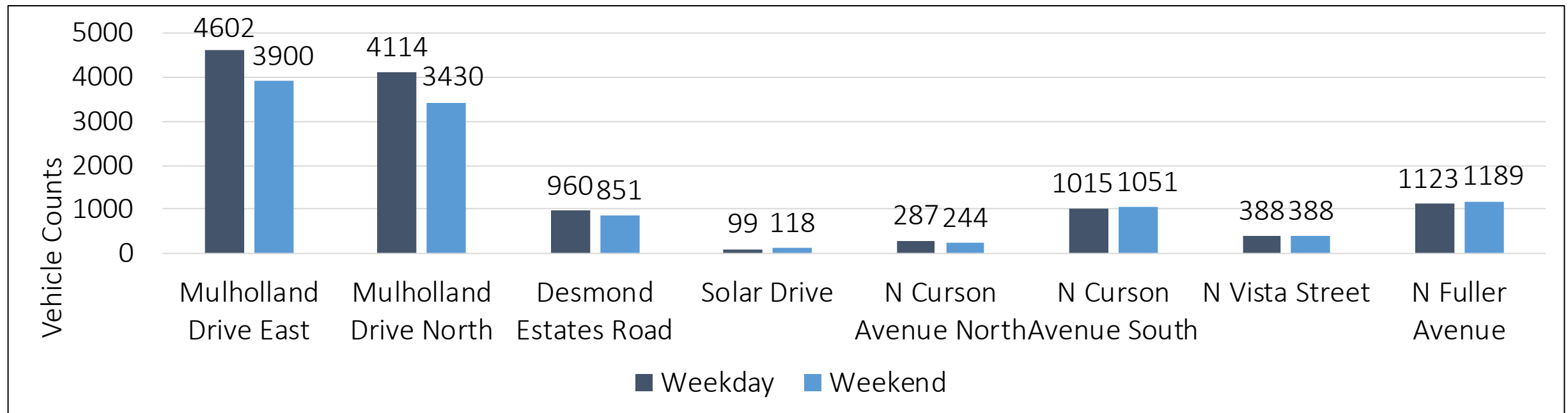
- Question: What areas or issues would you like to see included in a traffic and mobility study near Runyon Canyon Park?
 - Responses were most frequently (25%) about parking, such as:
 - building more supply,
 - paid parking, and
 - permit parking.
- Question: What are your big, out-of-the box, or unconventional ideas for long-term solutions to manage visitors to Runyon Canyon Park?
 - 25% or responses were related to alternative modes of transportation, including:
 - shuttle buses,
 - designated rideshare loading zones,
 - valet parking,
 - additional DASH bus stops and hours of operation,
 - and bike lanes.

Noteworthy Findings – Parking Occupancy

- **High-Impact Entrances:** North Entrance, Upper Parking Lot, and the Fuller Entrance.
 - Parking supply consistently at or near capacity.
 - Reaching as high as 96% at noon during the Saturday data collection in June.
- **Lower-Impact Entrances:** Solar Dr, Curson Ave, and Vista St.
 - On-street occupancies typically less than 45%.
- Minor differences between Round One and Two occupancies.
- **Franklin Avenue** average daily occupancy was 88%.
- Average occupancy rate across all **preferential permit parking spaces:**
 - 5.5% across both days in June and 5% in October.
 - Success of the permit program.

Noteworthy Findings – Daily Traffic Volumes

- Mulholland Drive, North Entrance, and Fuller Avenue had the highest traffic volumes.
- Solar Drive provided the least utilized vehicle access point.
- Weekday vehicle volumes were always similar to or more than the weekend volumes.



Noteworthy Findings – Pedestrian Counts

- Total Park visitation:
 - Thursday, October 18, 2018 (weekday): 3,552 pedestrians.
 - Saturday, October 20, 2018 (weekend): 5,243 pedestrians.
- Highest amount of pedestrian traffic at:
 - Fuller Avenue north of Hillside Avenue,
 - Runyon Canyon Road east of Vista Street, and
 - Runyon Canyon Road south of Mulholland Drive.

Noteworthy Findings – Intercept Survey

- The majority of park users:
 - Drove to the park;
 - Visited the park for hiking;
 - Learned about the park from word of mouth;
 - Planned to stay between one and two hours; and
 - Think the park needs public restrooms.

Stakeholder Meetings

- May 14
- September 26
- February 11

May 14, 2018

Initial ideas and suggestions included:

- Increase enforcement and/or station a Park Ranger within the Park;
- Remove all on-street parking along Mulholland Drive near the Park;
- Reduce the amount of dog feces and litter throughout the Park;
- Further restrict parking around the Park while encouraging public transit;
- Designate rideshare loading spaces;
- Improve wayfinding signage around the Park; and
- Consider installing public restrooms, while being careful to mitigate potential negative impacts.

September 26, 2018

Ideas and suggestions included:

- Impacts on residents that live around the park;
- Environmental impacts of Park users on the Park and sustainability;
- The number of Park users that can safely visit the Park at any given time/the maximum capacity;
- The difference between intercept survey responses provided by nearby residents and those visiting from the greater Los Angeles area;
- The potential impacts of public restrooms; and,
- Nearby shared parking opportunities to increase access.

February 11, 2019

Ideas and suggestions included:

- Paving the Upper Lot;
- Counting weekday (M-F) and weekend total Park visitation;
- Removing Desmond Estates Entrance as an entrance to the park;
- Improving signage;
- Having Park Rangers hike the trails regularly;
- Installing additional “No Smoking” signage;
- Closing the North Entrance permanently;
- Installing public restrooms;
- Eliminating parking along Mulholland Drive; and,
- Designating rideshare drop-off locations.

Comprehensive Strategy Report

26 Draft Strategies for Consideration

- Strategies considered for adoption may be subject to environmental review per CA law; environmental analysis is not part of the DIXON SOW

Comprehensive Strategy Report and 1986 Runyon Canyon Master Plan

| CSR Goals | 1986 Master Plan Goals |
|--|---|
| #1. Increase Park access and reduce congestion by multiple modes of transportation | #5. Limit the development of primary facilities to the old estate area to be consistent with past development and to protect the rest of the canyon |
| | #6. Meet the special needs of the surrounding community and the needs of Los Angeles for open space |
| #2. Improve safety within and around the Park | #2. Make Runyon Canyon safe for all users |
| #3. Actively manage and provide optimized Park user opportunities | #1. Maintain a large park of the site as an urban wilderness |
| | #4. Teach people about the urban wilderness so they will enjoy, respect, and protect the unique quality of Runyon Canyon |
| #4. Reduce the impact of Park visitation on surrounding residential areas | #3. Protect the uniqueness of Runyon Canyon as a wilderness juxtaposed with the city past and present |
| | #7. Encourage community involvement in Runyon Canyon to ensure that the plan meets the residents' needs and to develop a group who cares for the canyon |

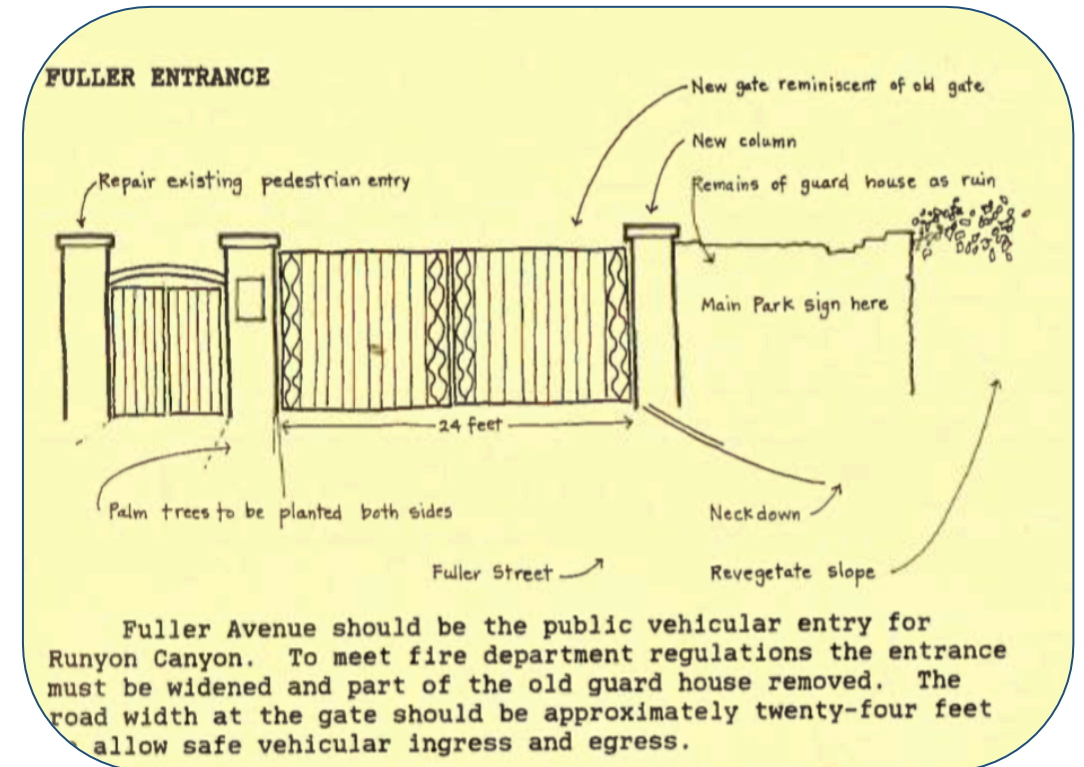
**Goal #1: Improve Park Access and Reduce
Congestion by Multiple Modes of Transportation**

Strategy #1: Determine Feasibility of Developing a Turnaround Space at the Fuller Entrance

Benefits: Traffic flow; accessibility; reduces congestion; shuttle route feasibility

Considerations: Construction cost; may increase vehicles along Fuller

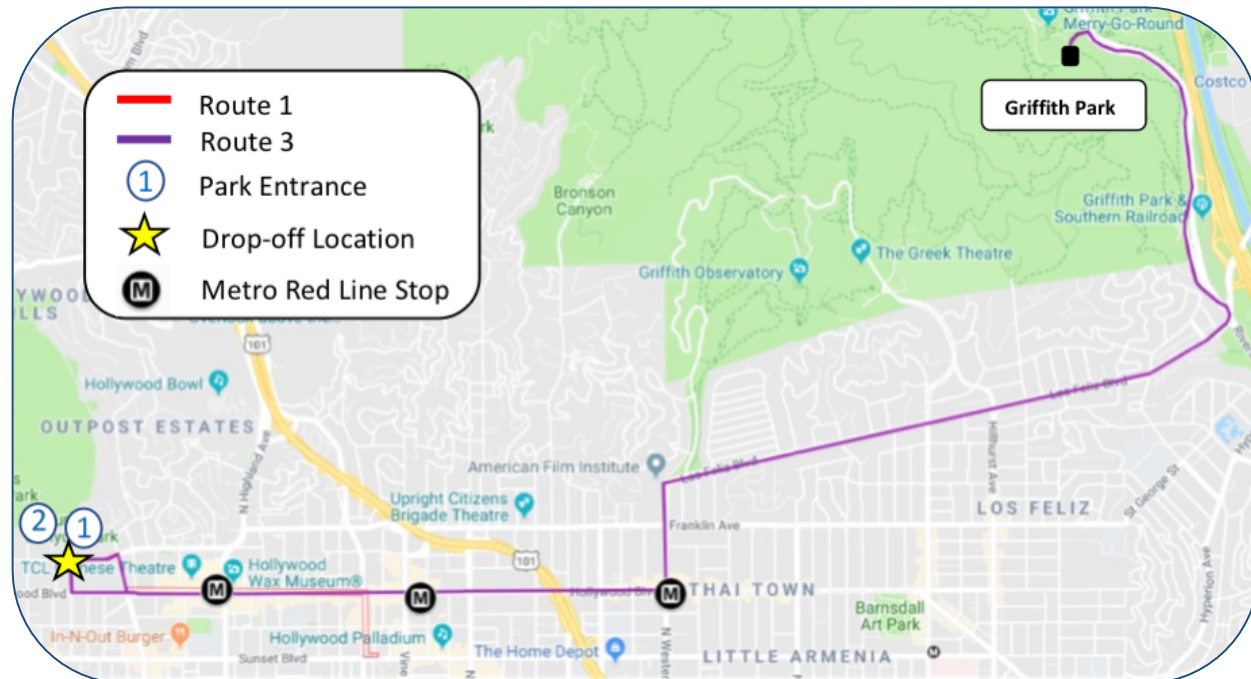
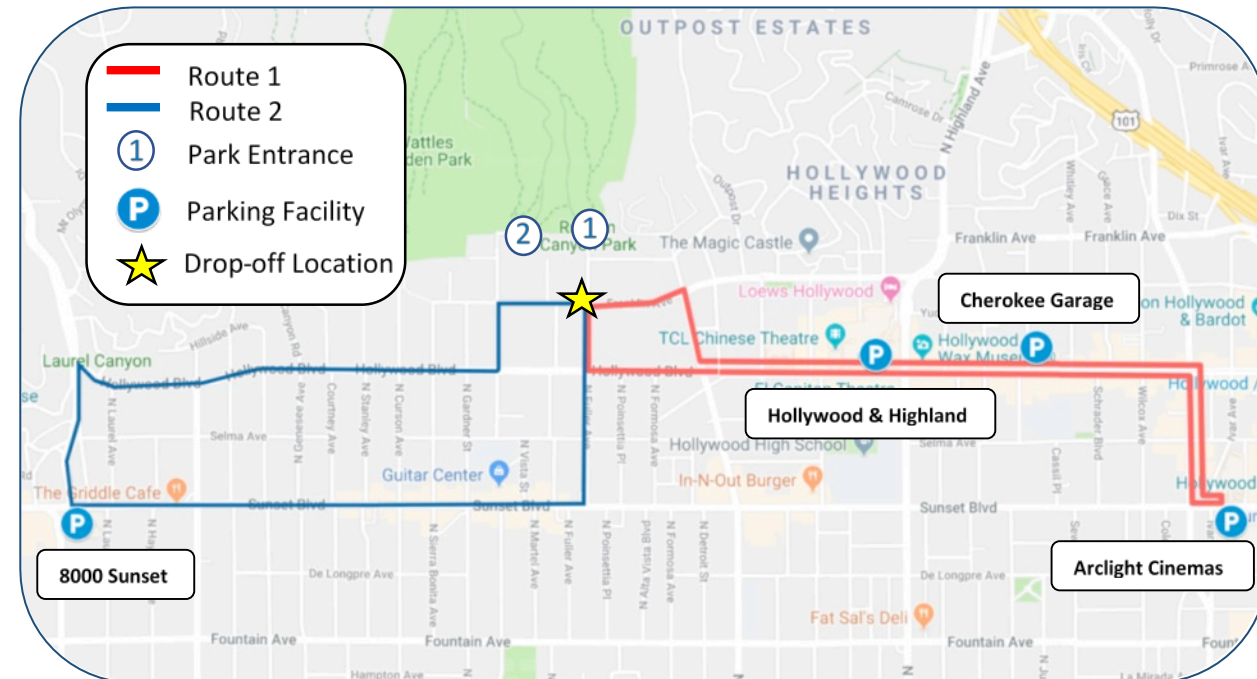
- 1986 Master Plan proposed a parking lot at this entrance
 - Instead, develop space for active curb uses
 - Vehicle turnaround
 - Passenger loading



Strategy #2: Consider Offering Shuttle Route Access to the Park

Benefits: Encourages use of public transit; accessibility from off-site parking; potential connection between parks

Considerations: Traffic flow; staffing; route impacts; off-site parking capacity; upfront capital and ongoing operating costs; wait times

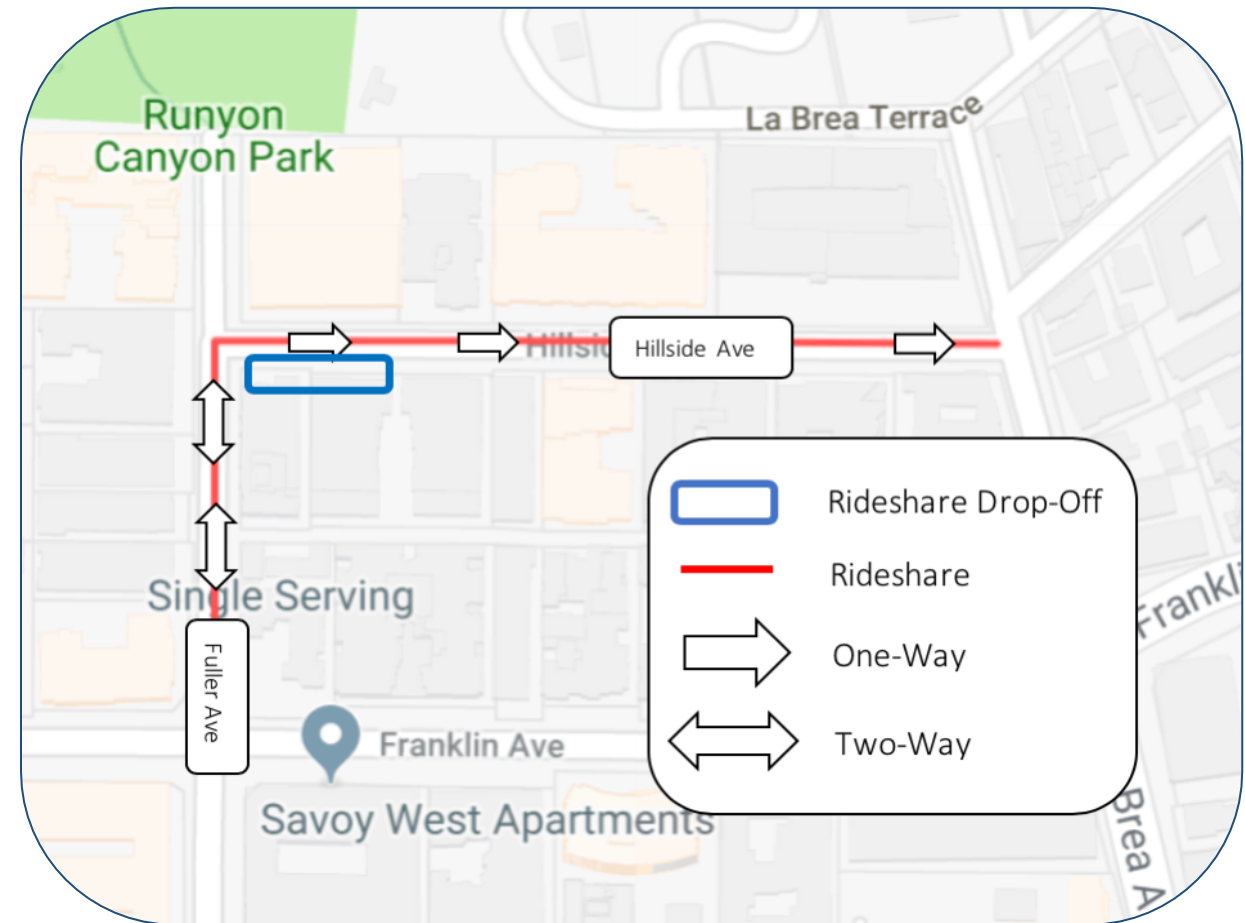


Strategy #3: Convert Hillside Avenue to One-Way Traffic

Benefits: Traffic flow; eases congestion

Considerations: Signage; traffic study; enforcement

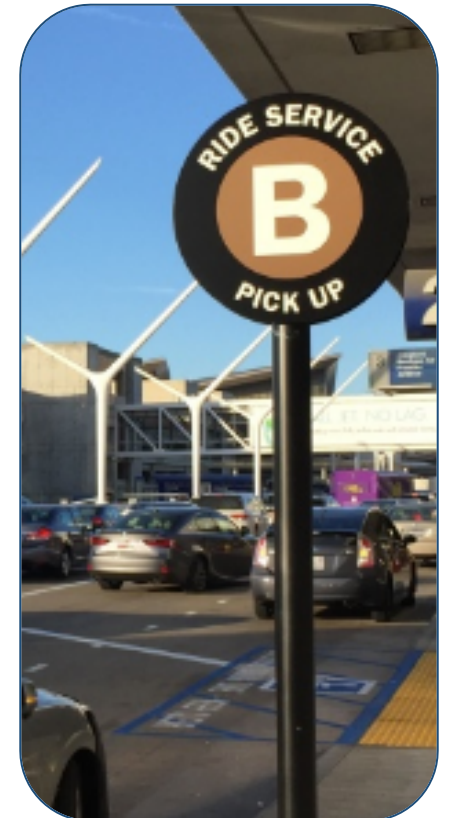
- May improve traffic flow.
- Could add passenger loading zone on Hillside Ave.



Strategy #4: Establish Transportation Network Company Loading Zones

| | |
|-----------------|--|
| Benefits: | Improves traffic flow; reduces congestion; improves safety |
| Considerations: | Zone placement; enforcement; signage |

- Designating drop-off and pick-up zones for ridesharing companies, including taxis.
- Convenient location in relation to the Park.
- Use of in-app geo-fencing, signage, and marketing channels to improve planning and management of travel to and from the Park.
- Hillside Ave and/or at the North Entrance.



Strategy #5: Collaborate with Transportation Network Companies to Provide Incentives

| | |
|-----------------|--|
| Benefits: | Reduces parking demand; serves as a promotional tool |
| Considerations: | Vehicle trips; congestion |

- Offer a reduced rate on rides to Runyon Canyon that originate within Hollywood.
- Promotion through social media platforms.
- Data-sharing agreement with TNCs such as Uber and Lyft.

Strategy #6: Install Signage for Pedestrians at Nearby Locations to Encourage Walking

| | |
|-----------------|---|
| Benefits: | Promotes walking; encourages remote parking; reduces congestion |
| Considerations: | Visibility and placement; pedestrian safety; walk times; signage design |

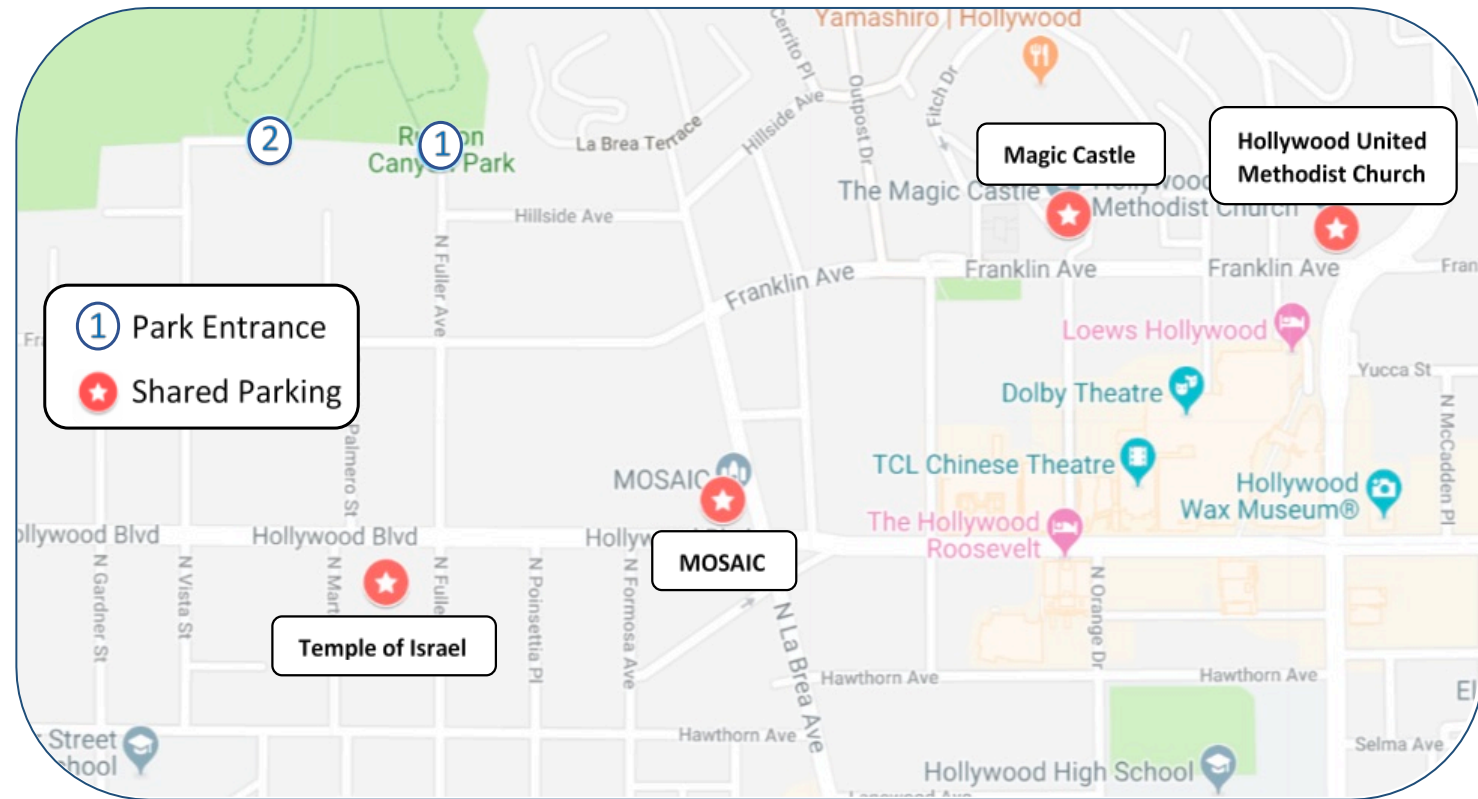
- “10-minute walk to Runyon Canyon Park from here”.
- 72% of Runyon Canyon Park users indicated that they were at the Park for the purpose of hiking.
 - A number of Park users may not mind walking the extra distance.

Strategy #7: Consider Potential Shared Parking Agreements

Benefits: Increases parking supply; efficient use of space; potential revenue stream

Considerations: Proximity and availability; hours of operation; enforcement; signage

- Monetized option.
- Support with shuttle.
- Best practice considerations:
 - Term and Extension
 - Use of Facilities
 - Maintenance
 - Operations
 - Utilities and Taxes
 - Signage
 - Enforcement/Security
 - Insurance and Indemnification
 - Termination



Strategy #8: Implement Paid Parking Surrounding the Park

| | |
|------------------------|---|
| Benefits: | Cost sustainable; promotes turnover; encourages alternative modes of transportation; adaptable rate model |
| Considerations: | Equipment cost; installation; maintenance; collections; vandalism |

- Upper Lot and at any on-street public parking locations within a one to three block radius of Runyon Canyon.
 - Consider paving the Upper Lot.
- Single-space vs. multi-space meters.
 - Pay and display, pay by space, or pay by plate.
- Rate models: flat hourly, zone-based/tiered, time of day/day of week, escalating/pay-to-stay.

Strategy #9: Address Upper Lot One-Way Traffic Flow

| | |
|-----------------|---|
| Benefits: | Safety; improves traffic flow |
| Considerations: | Potential congestion on residential street; signage; enforcement; equipment |

- Converting the direction of one-way traffic in the Upper Lot, requiring vehicles to enter at the Desmond Estates Road entry point and exit via Mulholland Drive.
 - Clearly mark with signage.
- Could consider adding gate arms.

Goal #2: Enhance Safety Within and Around the Park

Strategy #10: Install Cameras at the Upper Parking Lot

| | |
|-----------------|---|
| Benefits: | Safety; real-time occupancy information |
| Considerations: | Equipment; installation location; occupancy signage placement |

- Real-time occupancy data can be transmitted to digital wayfinding signage.
- Data can be integrated into a mobile application.
 - Inrix and Parkopedia.
- Allows drivers to check parking availability prior to traveling to Runyon Canyon.
- Can be used for added security.

Strategy #11: Address Street Parking Along Mulholland Drive

| | |
|-----------------|--|
| Benefits: | Safety; traffic flow |
| Considerations: | Impact on parking supply; construction; signage; enforcement; cost |

- 1986 Master Plan: “no parking off Mulholland Drive should be developed”.
- Between 10 and 15 vehicles can be parked illegally along Mulholland Drive.
- Feasibility plan for a formalized parking plan to address these spots.
 - Could remove parking or formalize.
- Formalizing the parking area would allow the City to enforce parking regulations in this area.



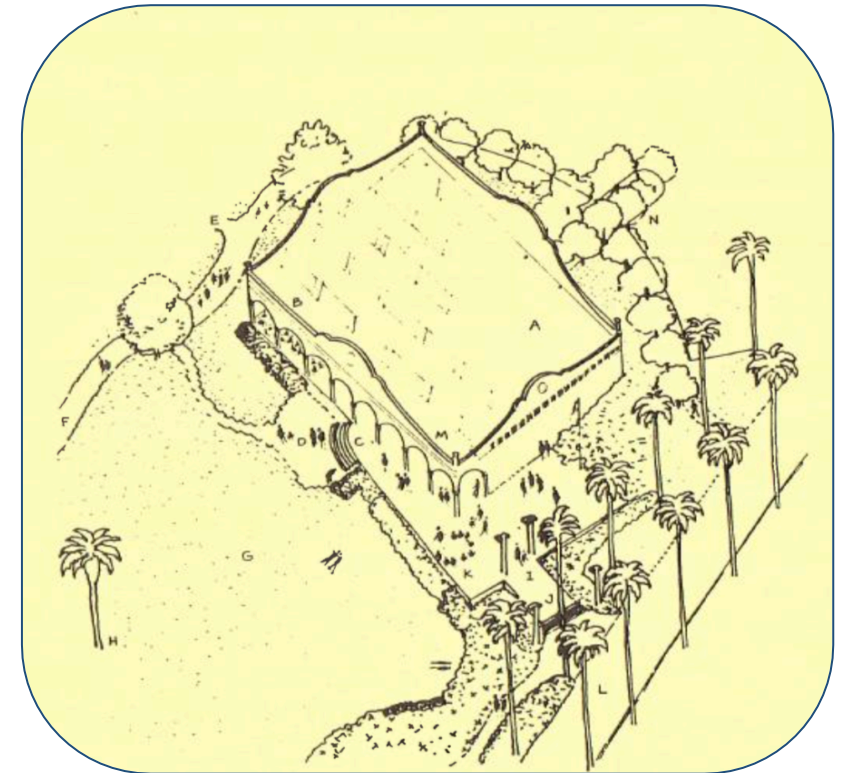
Strategy #12: Develop a Park Ranger Station and Designate Park Ranger Staff

Benefits: Improved safety; compliance; education; information

Considerations: Cost; staffing; training; equipment; enforcement hours; Ranger Station

- Park Rangers to improve safety and provide customer service in the Park.
- Ensure compliance with the Park's rules and regulations.
 - Educate Park users about the Park's regulations;
 - Inform Park users found to be violating the regulations of the Park; and
 - Enforce the regulations.

1986 Plan: Ranger Station



Strategy #13: Establish a Park Ambassador Volunteer Program

| | |
|-----------------|---|
| Benefits: | Park user experience; safety; customer service; education |
| Considerations: | Recruitment; uniforms; training; supplies |

- Volunteer Park Ambassadors could provide:
 - Directing Park users to water fountains and restrooms;
 - Handing out bags to pick up dog feces;
 - Monitoring for litter, aggressive dogs, smoking, and vagrancy issues;
 - Observing trail conditions;
 - Educating Park users about the Park; and
 - Providing other customer service duties as needed.

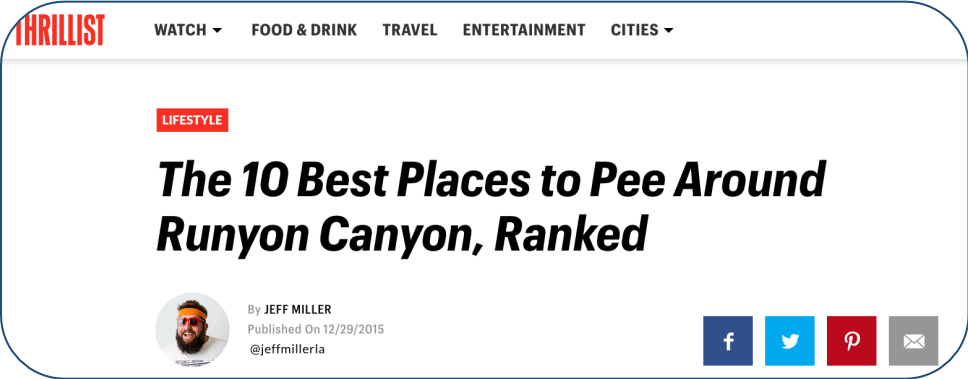
Strategy #14: Install Public Restrooms Within the Park

Benefits: Safety, sanitation, and public health; access for Park Rangers and staff; Park user experience

Considerations: Location; design; ongoing upkeep; potential vagrancy issues

- Consider constructing a public restroom facility in conjunction with the proposed Park Ranger station and visitor exhibit area (Strategy #18).
- Employ porta-potties to accommodate urgent/emergency restroom use as an interim solution.

| Public Restrooms ? | June | | October | |
|--------------------|--------------------------------|------------------|--------------------------------|------------------|
| | Thursday and Saturday Combined | | Thursday and Saturday Combined | |
| | Total | Nearby Residents | Total | Nearby Residents |
| Yes | 75% | 69% | 65% | 50% |
| No | 25% | 31% | 37% | 50% |



Strategy #15: Improve Trail Steps

Benefits: Safety; real-time occupancy information

Considerations: Equipment; installation location; occupancy signage placement



Strategy #16: Increase Citation Amounts in High-Impact Tourist Locations

| | |
|-----------------|--------------------------------------|
| Benefits: | Increase compliance; improved safety |
| Considerations: | Enforcement; signage; outreach |

- Higher compliance rates with parking, driving, and smoking regulations.
- Update ordinances to apply a higher amount only to certain high-impact areas.

Strategy #17: Improve Cellular Communications within the Park

| | |
|-----------------|--|
| Benefits: | Park user safety; Park Ranger connectivity |
| Considerations: | Cost; infrastructure; visual blight |

- Provide the ability to call for help or navigate the Park from a wireless device.
- City should work with network providers to determine the feasibility of expanding cellular service coverage to Runyon Canyon.



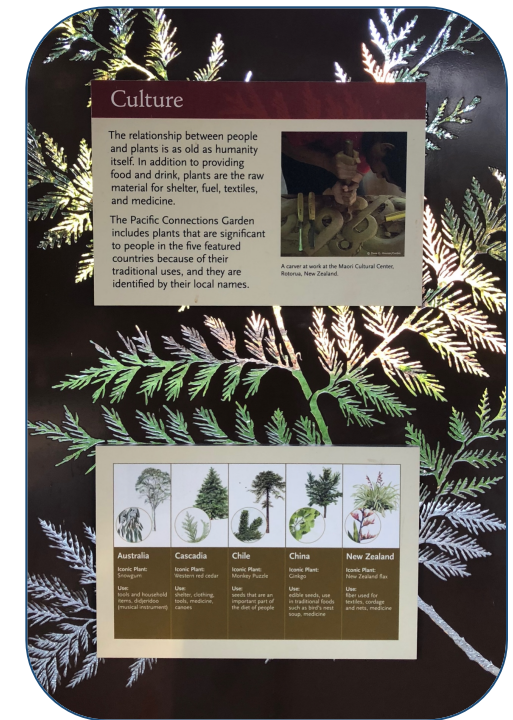
**Goal #3: Actively Manage and Provide
Optimized Park User Opportunities**

Strategy #18: Encourage Respect for the Environment and Wilderness

Benefits: Environmental respect; education and awareness

Considerations: History; native plants; landscaping; construction; exhibits; design

- 1986 Master Plan suggests building a “reception and exhibit room” inside the station “where the natural and cultural history of the site would be on display”.
- Evaluate the opportunity to construct an educational exhibit space along with the proposed Ranger Station.
- Consider labeling native plants in areas near the Park entrances and along the trails.



Strategy #19: Install Additional Garbage Cans and Dog Waste Disposal Stations

| | |
|-----------------|---------------------------------------|
| Benefits: | Sanitation; cleanliness |
| Considerations: | Maintenance; trash pick-up; placement |

- Provide patrons with additional locations to dispose of their trash and pet waste.
- Could decrease amount of litter in the Park.
- Provide messaging encouraging patrons to follow the Code of Conduct or reminding them to pick up after their pets.

Strategy #20: Install Dedicated Pet Relief Areas

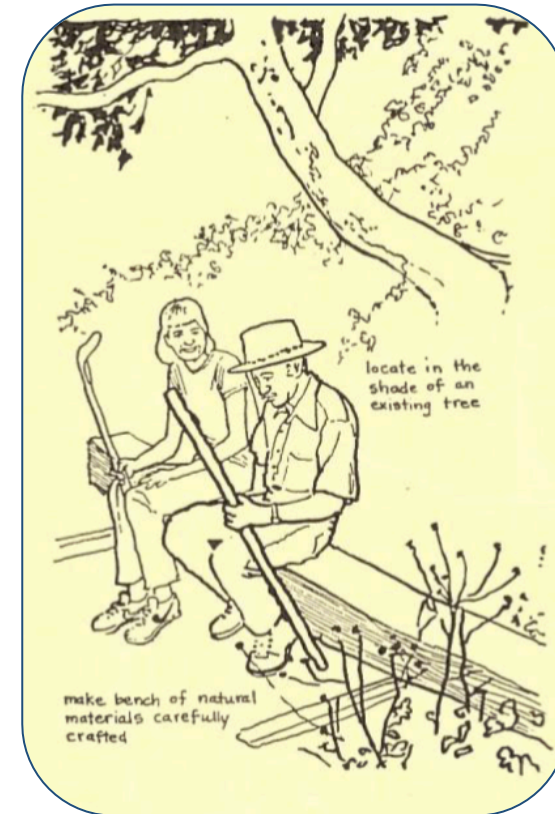
| | |
|-----------------|--|
| Benefits: | Reduces impact of pet waste |
| Considerations: | Feasibility of construction; upkeep; promotion to dog owners |

- Assess the feasibility of installing dedicated pet relief areas that connect to the sewer throughout the Park.
 - Similar to those in airport terminals.
- Untested solution within a park or wilderness setting.
 - Likely will not be used by all pets.
 - Goal is to divert a portion of pet waste.

Strategy #21: Install Additional Benches

Benefits: Improves Park user experience

Considerations: Cost; placement; upkeep



Strategy #22: Develop a Formalized Strategy for Collecting Visitation Data

| | |
|-----------------|--|
| Benefits: | Ongoing data analysis; management of peak periods; predictive analysis |
| Considerations: | Analyst resources; cost; infrastructure or technology |

- Allow the City to do trend analyses over time to predict peak visitation periods to allocate additional Park Rangers, Parking Enforcement, and volunteer staff as necessary.
- Data collection firm for manual counts.
- Annual or bi-annual data collection schedule.

Strategy #23: Support a Dedicated Runyon Canyon Park Website

| | |
|-----------------|--|
| Benefits: | Education and outreach; trip planning |
| Considerations: | Content creation; promotion of information |

- Could be a City-managed website, or improve and promote an existing website.
- Provide accurate, up to date, and reliable Park-related information.
- City should work with travel sites to provide a link to the website.

**Goal #4: Reduce the Impact of Park Visitation
on Surrounding Residential Areas**

Strategy #24: Install a Barrier Between the Upper Lot and Residential Homes

| | |
|-----------------|---|
| Benefits: | Noise reduction; reduced visual impact of parking |
| Considerations: | Installation; plants; upkeep |

- 1986 Master Plan described that “a ten-foot vegetation strip should be planted along Desmond Estates Road” to provide a “visual buffer that will mature to eye level”



Strategy #25: Add Holiday Parking Restriction Provision to Posted Signage

| | |
|-----------------|--|
| Benefits: | Improved compliance; reduces impact on surrounding residents |
| Considerations: | Enforcement; signage design |

- Update existing signage in Preferential Parking Districts to prohibit parking in these areas on holidays.
- Clear communication of the restrictions to Park patrons and add parking enforcement on holidays.

Strategy #26: Increase Parking Enforcement in Impacted Areas

| | |
|-----------------|--|
| Benefits: | Improved compliance; turnover; supports paid parking if implemented |
| Considerations: | Staffing and hiring; training; equipment; hours of operation; routes |

- Evaluate whether additional enforcement resources are necessary to support new paid parking locations.
- Ensure sufficient parking enforcement resources are allocated with consistent high levels of demand in studied areas.
- Consider increasing parking enforcement staff resources or assigning existing staff directly to impacted areas during peak times.

NEXT STEPS:

- Stakeholder feedback:
 - Google Form submission deadline: June 7, 2019
- Finalize Comprehensive Strategies Report based on stakeholder and staff feedback
- Final Report will be presented to City Council to request review for feasibility of various strategies.