

Runyon Canyon Comprehensive Strategies Report

May 20, 2019

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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:

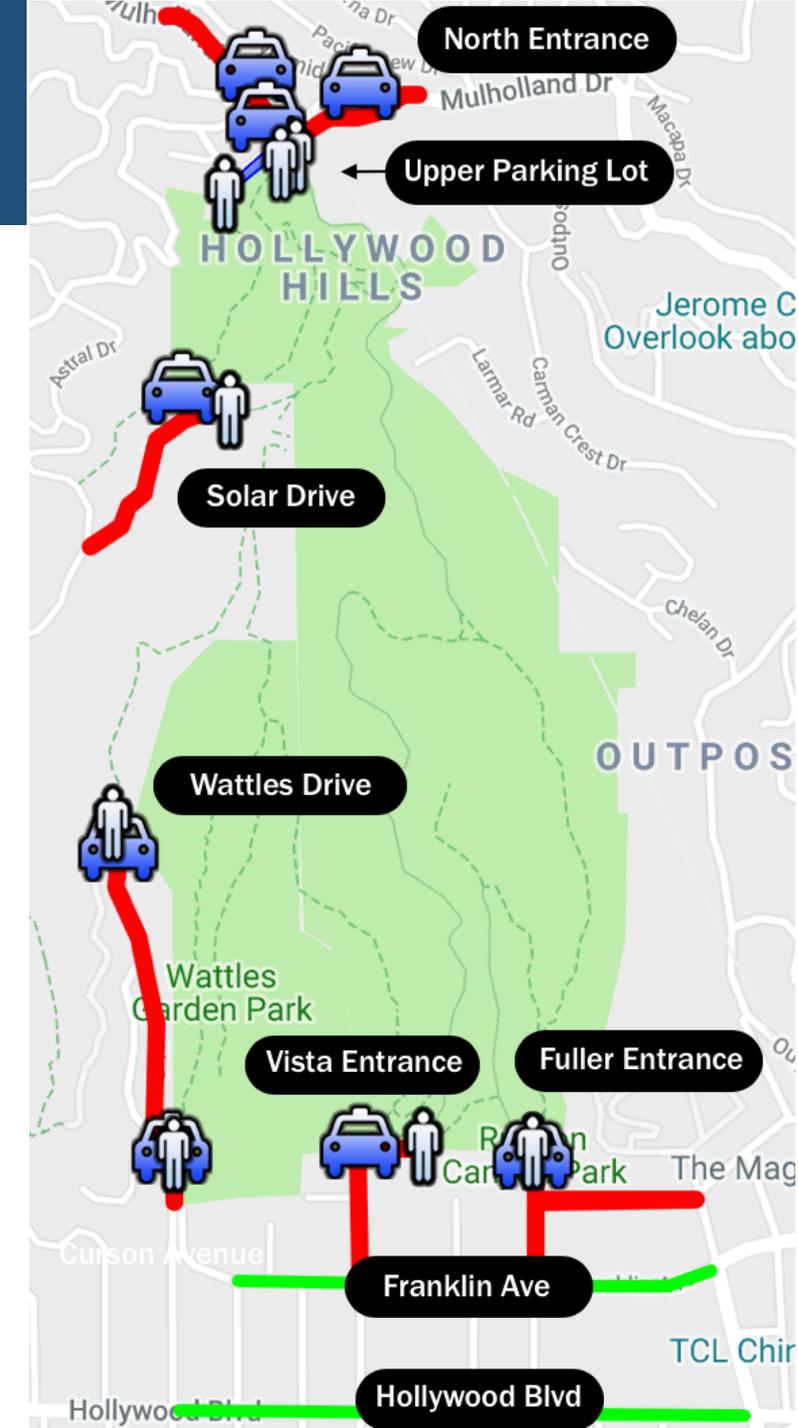
Red lines: on-street parking occupancy, Rounds 1 & 2

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

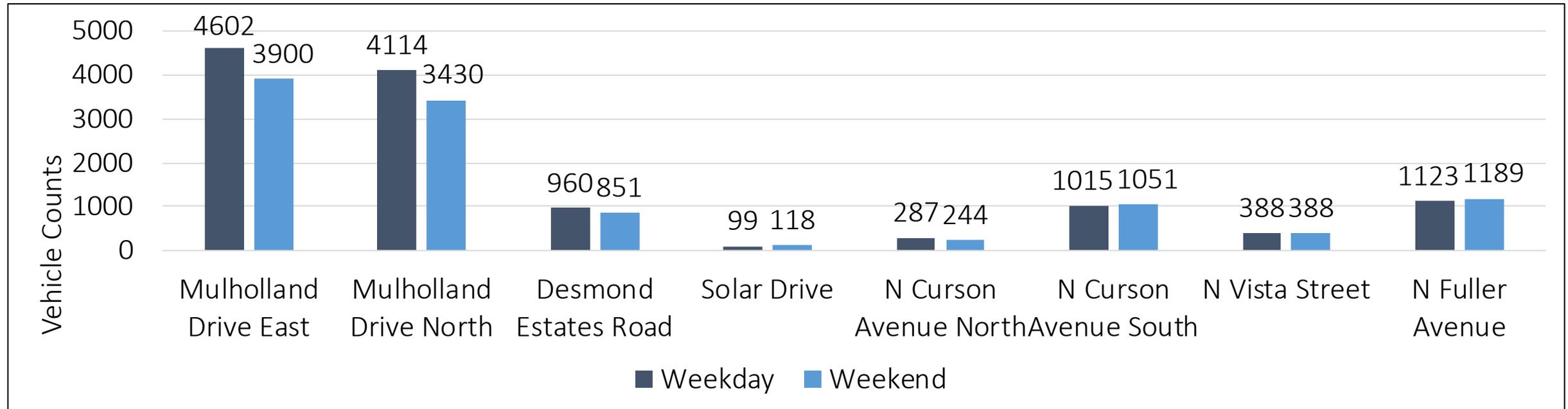
- Question: What areas or issues would you like to see included in a traffic and mobility study near Runyon Canyon Park?
 - Responses were most frequently (25%) about parking, such as:
 - building more supply,
 - paid parking, and
 - permit parking.
- Question: What are your big, out-of-the box, or unconventional 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
<p>#1. Increase Park access and reduce congestion by multiple modes of transportation</p>	<p>#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</p>
	<p>#6. Meet the special needs of the surrounding community and the needs of Los Angeles for open space</p>
<p>#2. Improve safety within and around the Park</p>	<p>#2. Make Runyon Canyon safe for all users</p>
<p>#3. Actively manage and provide optimized Park user opportunities</p>	<p>#1. Maintain a large park of the site as an urban wilderness</p>
	<p>#4. Teach people about the urban wilderness so they will enjoy, respect, and protect the unique quality of Runyon Canyon</p>
<p>#4. Reduce the impact of Park visitation on surrounding residential areas</p>	<p>#3. Protect the uniqueness of Runyon Canyon as a wilderness juxtaposed with the city past and present</p>
	<p>#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</p>

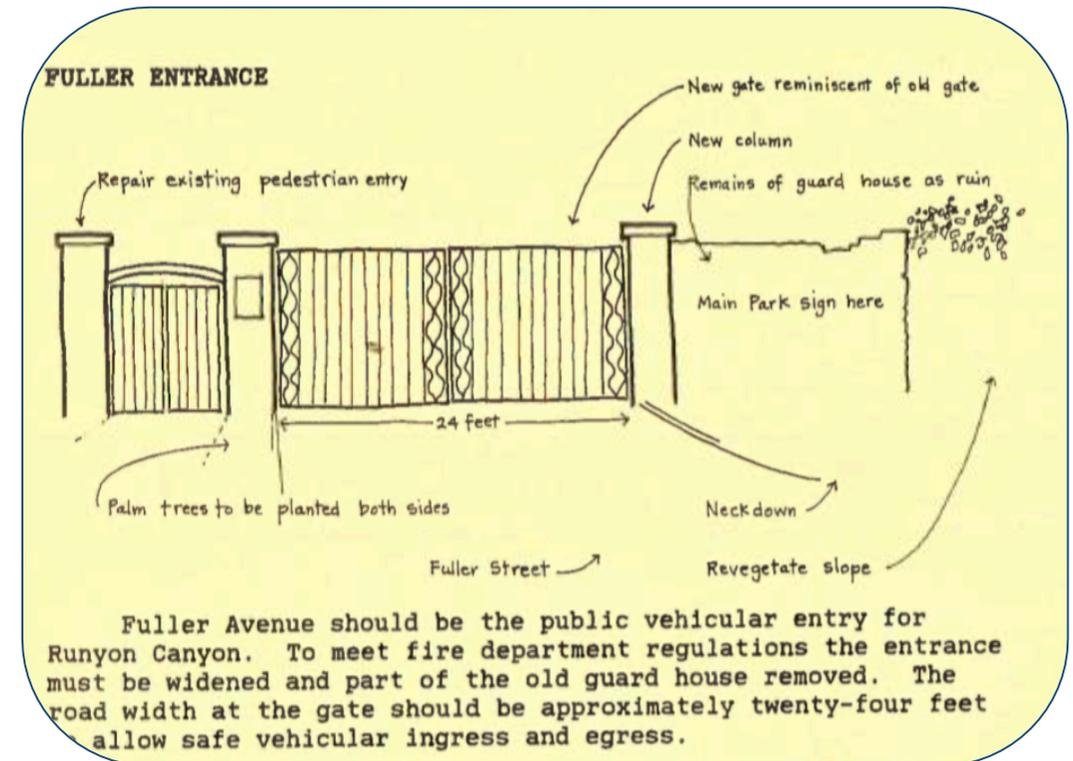
**Goal #1: Improve Park Access and Reduce
Congestion by Multiple Modes of Transportation**

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

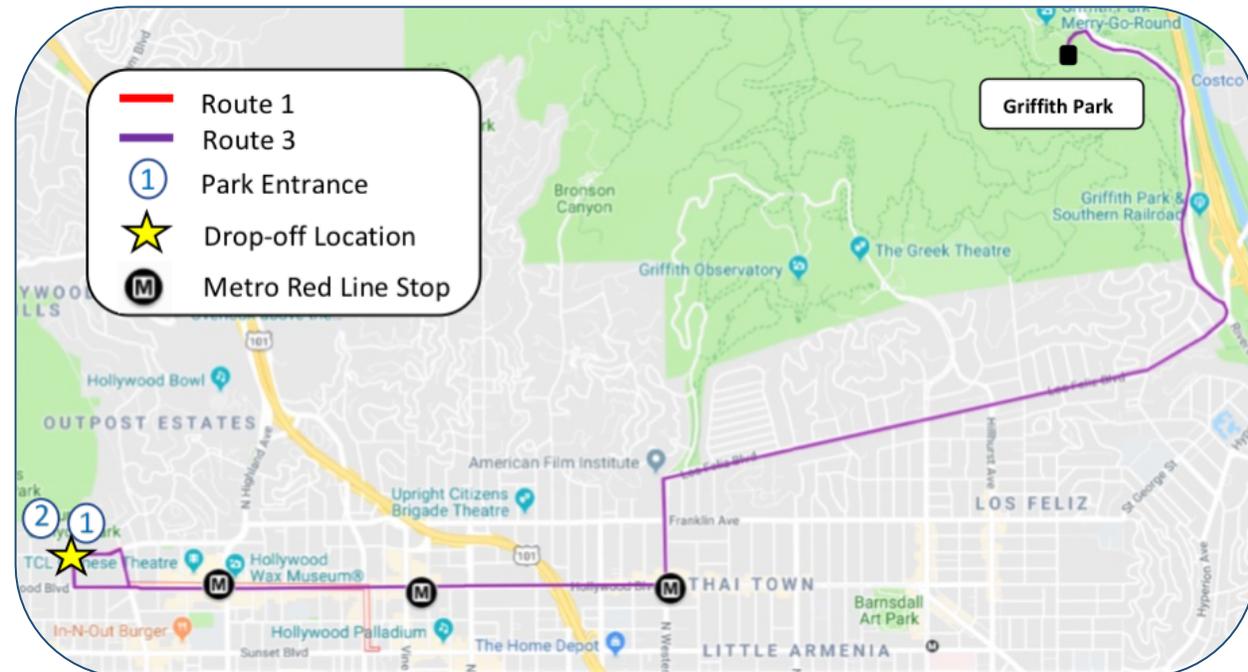
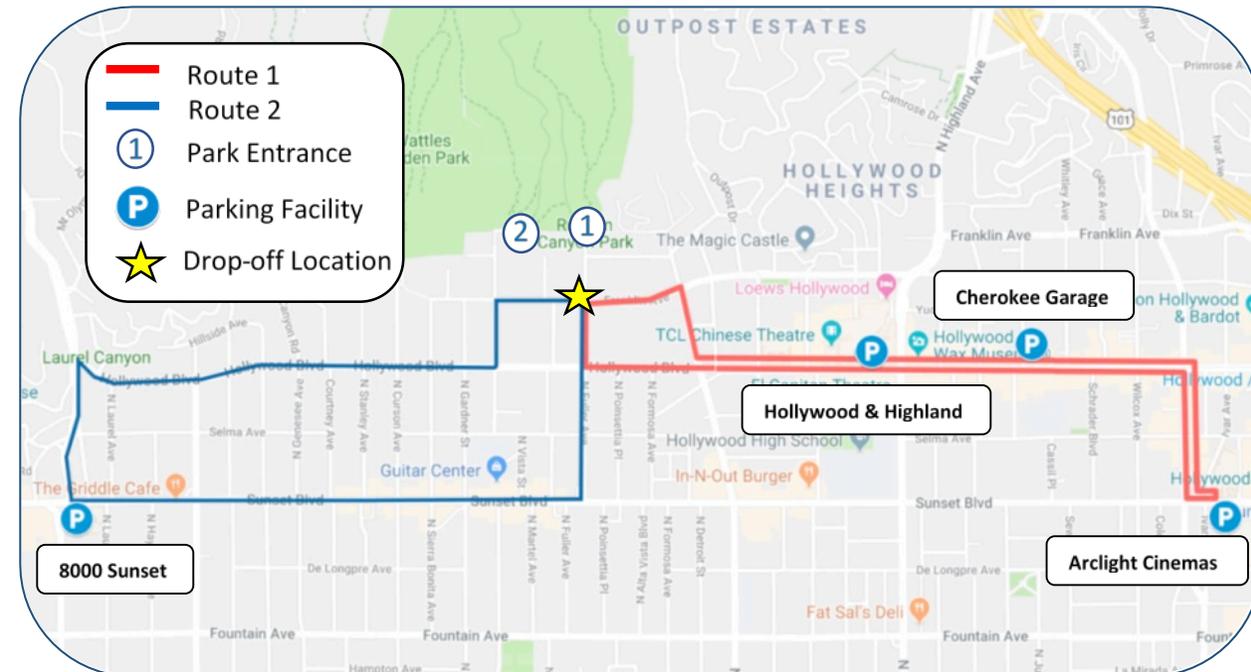
- 1986 Master Plan proposed a parking lot at this entrance
 - Instead, develop space for active curb uses
 - Vehicle turnaround
 - Passenger loading



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

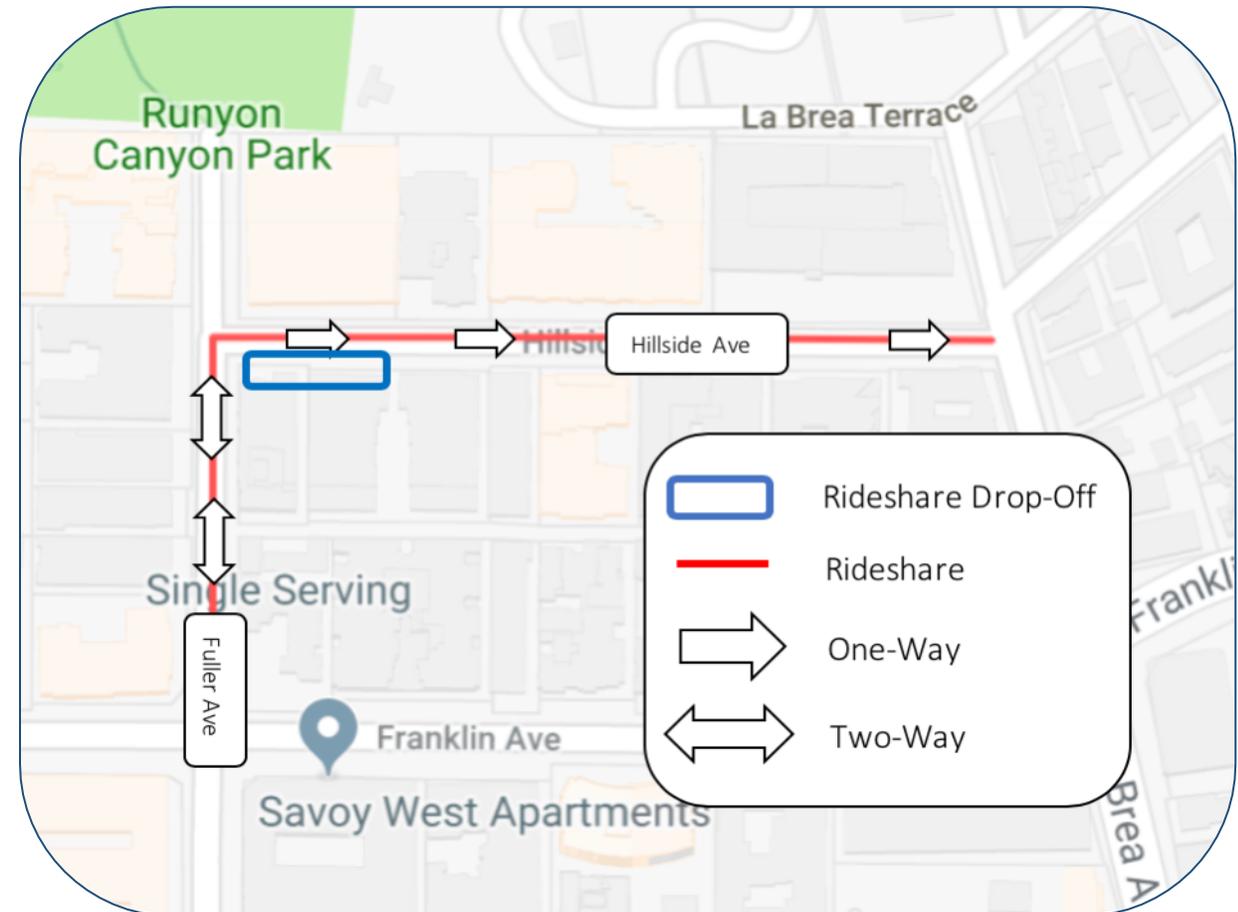


Strategy #3: Convert Hillside Avenue to One-Way Traffic

Benefits: Traffic flow; eases congestion

Considerations: Signage; traffic study; enforcement

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

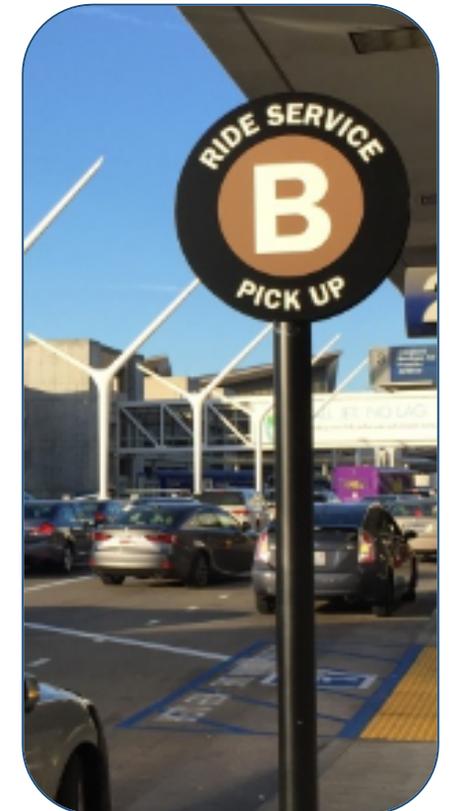


Strategy #4: Establish Transportation Network Company Loading Zones

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

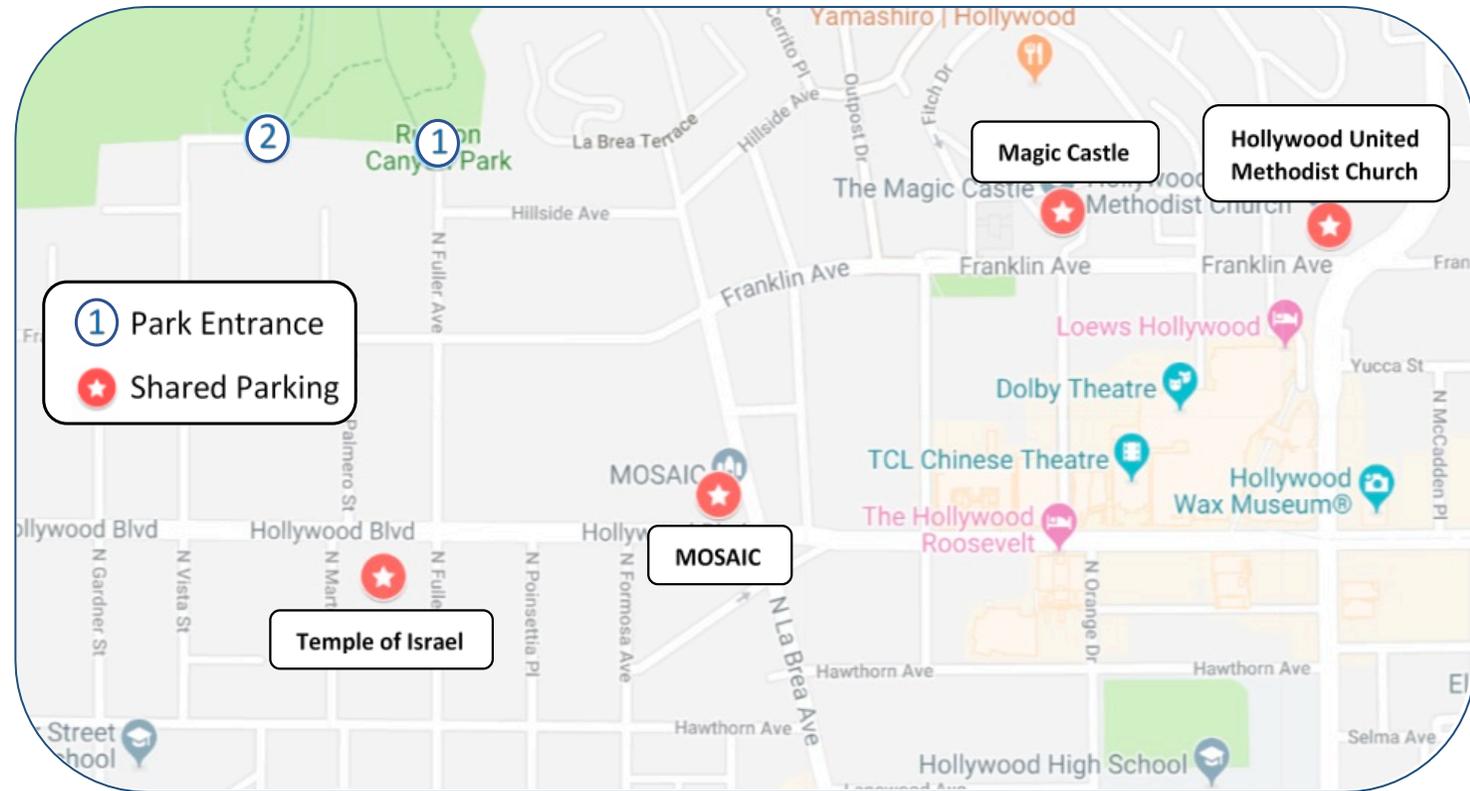
- “10-minute walk to Runyon Canyon Park from here”.
- 72% of Runyon Canyon Park users indicated that they were at the Park for the purpose of hiking.
 - A number of Park users may not mind walking the extra distance.

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.



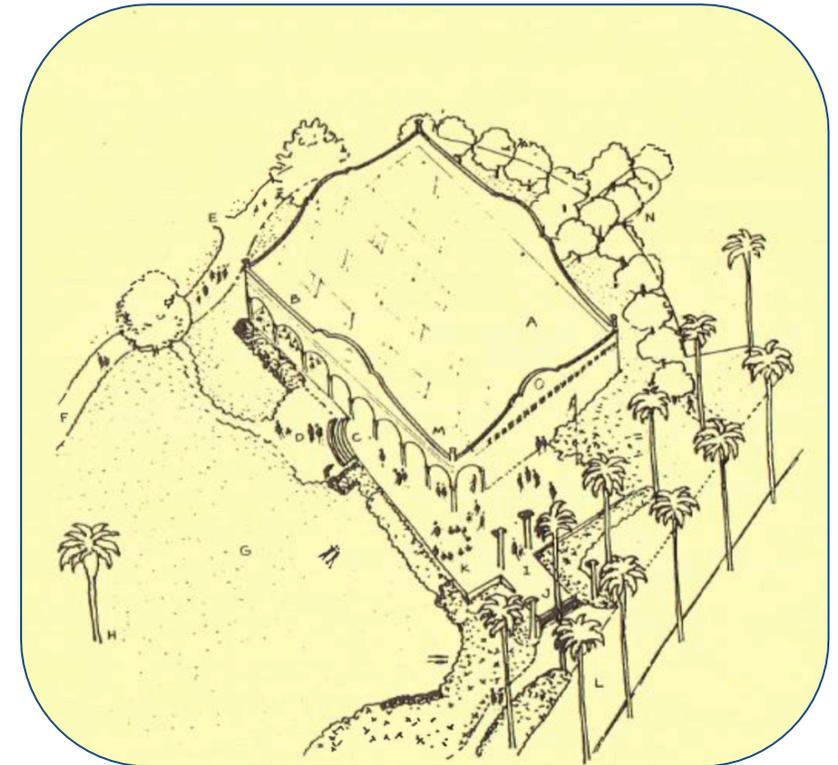
Strategy #12: Develop a Park Ranger Station and Designate Park Ranger Staff

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.



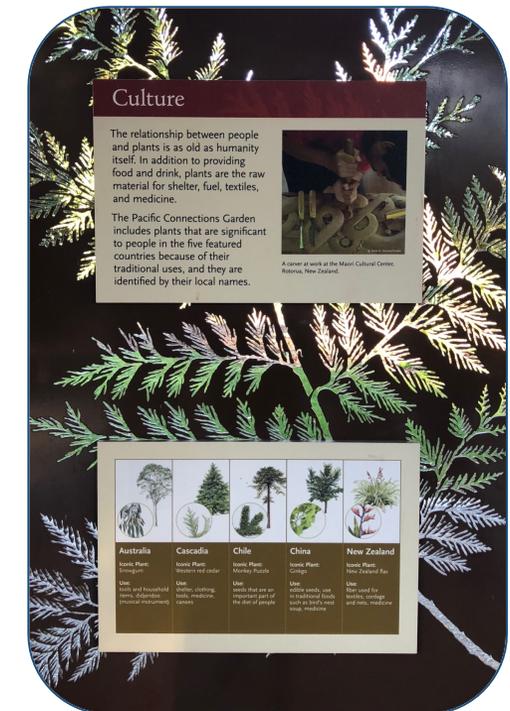
**Goal #3: Actively Manage and Provide
Optimized Park User Opportunities**

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

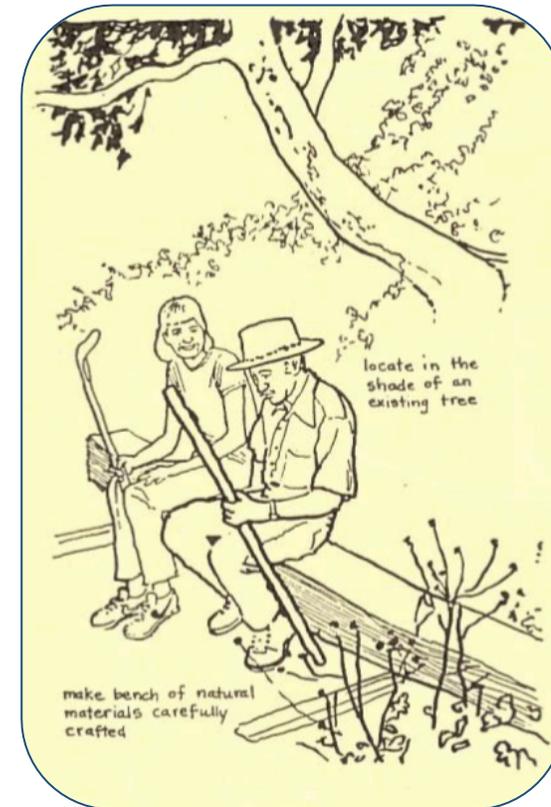
Considerations: Feasibility of construction; upkeep; promotion to dog owners

- 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.