



MEMORANDUM

To: Brenda Wisneski, City of Newport Beach
From: Nelson\Nygaard Project Team
Date: May 23, 2013
Subject: Summary of Balboa Village Parking Data and Windshield Survey (Spring 2013)

PURPOSE OF THIS MEMORANDUM

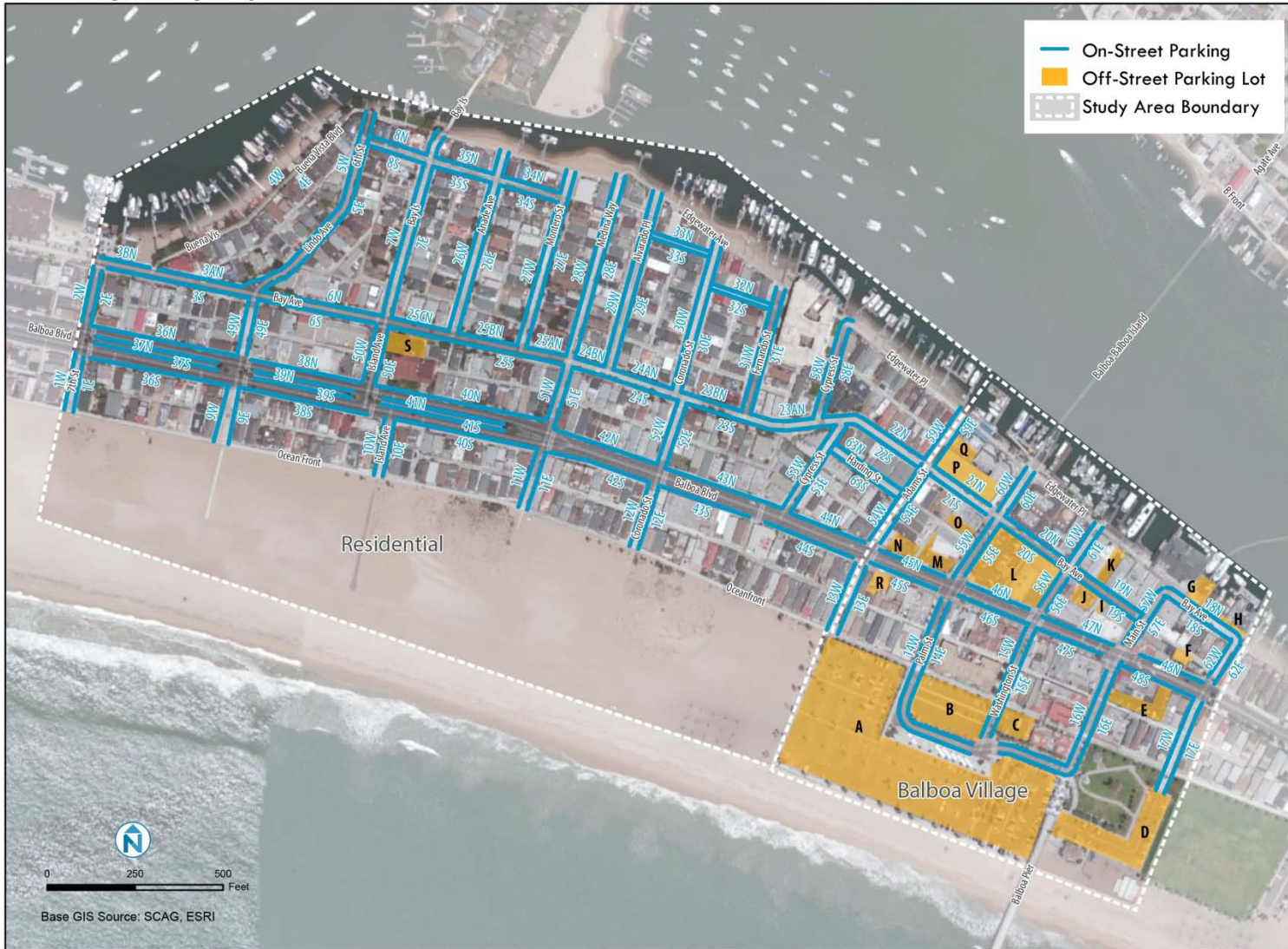
This memorandum presents a summary of the Spring 2013 data collection effort in Balboa Village. It includes an overview of the data collection and survey methodology, data results, and a summary of key findings. This data serves as a baseline snapshot of existing parking conditions in the study area. Additional data will be collected in the summer to assess parking occupancy and turnover during the peak visitor season.

SURVEY METHODOLOGY

As shown in Figure 1, the study area is bound by 7th Street to the west and A Street to the east. Two smaller sub-areas were created for the purposes of this analysis. The “Balboa Village” sub-area (areas east of Adams Street) contains most of Balboa Village’s shops and businesses, as well as its largest off-street parking lot (Balboa Pier Lot). The “Residential” sub-area (area west of Adams Street) is the predominately residential portion of the study area.

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Figure 1 Study Area Boundaries and Block IDs



Inventory and Regulations

Parking inventory (number of spaces per facility) and regulations were determined through field observations. Along some blocks of the study area, the on-street inventory was not clearly delineated by striping. In these cases, surveyors made educated assumptions of inventory based on a common size for an on-street parking space, typically 20 feet, or observed utilization. Furthermore, only off-street facilities that were accessible (i.e. not gated or closed for construction) were counted.

Occupancy and Turnover

Staff conducted a comprehensive occupancy and turnover study for both on- and off-street spaces using trained data collection workers. The count days and times were:

- Thursday, March 28th, 2013 from 8 AM – 6 PM, every two hours
- Saturday, March 30th, 2013 from 8 AM – 6 PM, every two hours
- Thursday, May 16th, 2013 from 9 PM – 11 PM¹

Counts were conducted on these days in order to provide as wide a range of parking conditions as possible, as parking demand tends to fluctuate a great deal by day of week and time of day. The count periods specifically captured parking activity during a typical weekday and weekend. Each block face and off-street lot was counted every two hours at approximately the same time of each counting period.

In addition to analyzing parking occupancy, parking duration data (for on-street spaces only) was also collected to gauge how often each space experiences “turnover” (or, in other words, how long cars stay parked in spaces on a block-by-block basis). This data was collected during the same periods as the occupancy data and involved surveyors noting the last four digits of each license plate, which can be used to identify vehicles without collecting any personal information.

Windshield Survey

Surveys were left on all vehicles parked in on-street spaces during count times and were distributed throughout the day to any car without a survey on the windshield, so that vehicles coming later in the day were also surveyed. The survey was in the form of a postcard pre-addressed to City Hall with the additional option to submit responses online. To incentivize responses, all respondents were entered in a drawing for a free parasailing session for two with Balboa Boat Rentals.

¹ This count time was added to more accurately assess parking occupancy late at night on Thursdays.

PARKING INVENTORY AND REGULATIONS

Parking Type, Amount, and Regulations

As shown in Figure 2, a total of 2,061 spaces were documented in the on-street blocks and off-street lots of the study area. Overall, there are a total of 925 on-street spaces in the study area, representing 45% of the publically-available parking supply. A total of 1,136 spaces exist in various off-street lots and garages in the study area².

Of the on-street spaces, the vast majority (83%) are unmarked, while 15% are metered. In looking at the two sub-areas, the Balboa Village area has mostly metered on-street parking (78%), while the Residential area has a significantly lower proportion of metered parking (9%). Virtually all of the surveyed off-street parking is located in Balboa Village; the residential area only has one off-street lot (an 8-space lot at the Public Library on Balboa Boulevard and Island Avenue). Overall, 58% of the study area’s parking supply is in Balboa Village, while 42% of it exists in the residential area. Figure 3 shows on-street parking regulations in the study area.

Figure 2 Parking Inventory and Type by Study Sub-Area

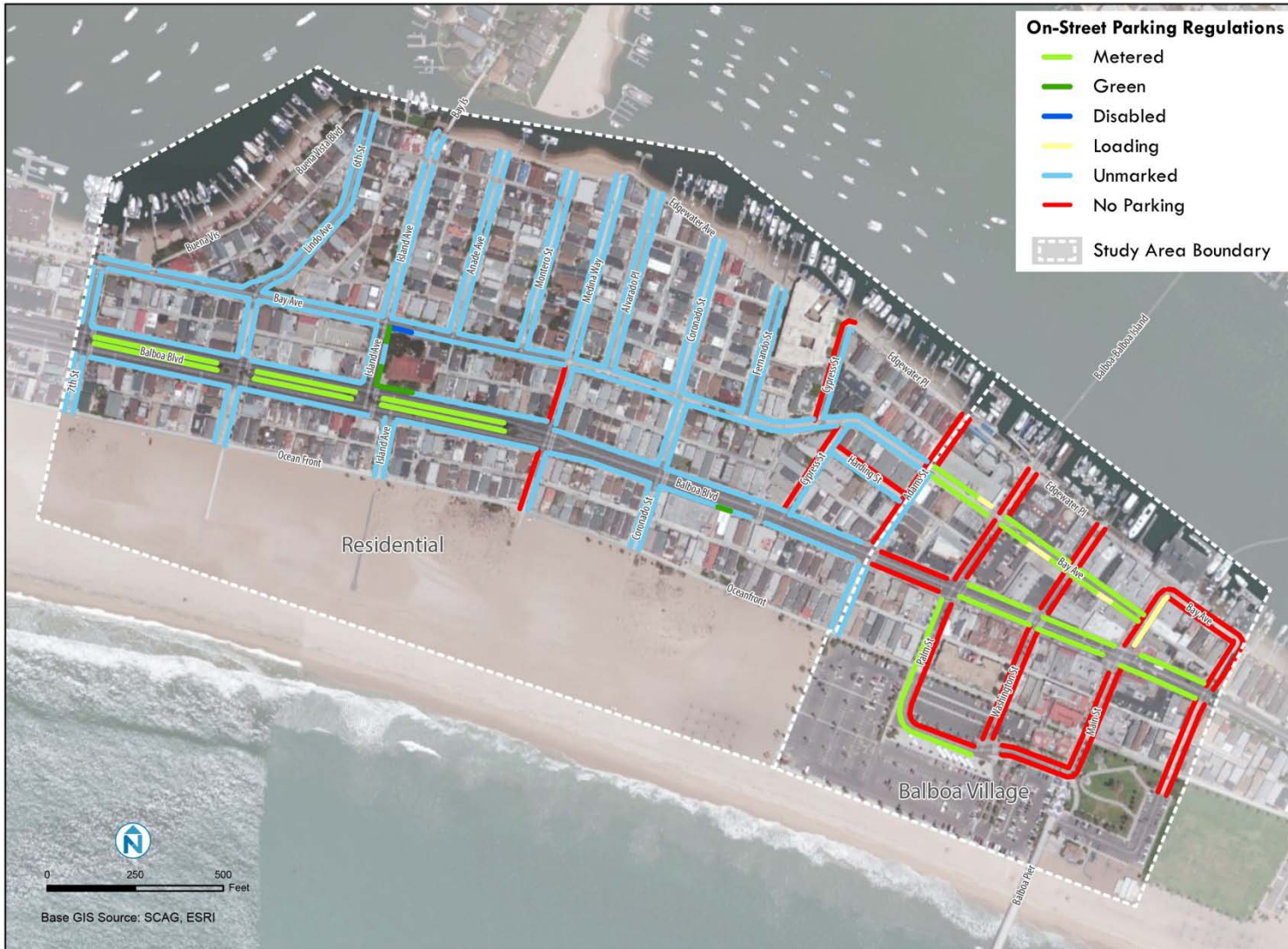
Area	On-Street ³							Off-Street		Total	% of parking
	Unmarked	Metered	Green	Loading	Disabled	Total	% share	Total	% share		
Balboa Village	10	59	0	7	0	76	8%	1,128	99%	1,204	58%
	13%	78%	0%	9%	0%	100%					
Res.	761	77	10	0	1	849	92%	8	1%	857	42%
	90%	9%	1.2%	0%	0.1%	100%					
Total	771	136	10	7	1	925	100%	1,136	100%	2,061	100%
	83%	15%	1.1%	0.8%	0.1%	100%					

² Only includes those off-street facilities that were surveyed.

³ Unmarked spaces are defined as those with no posted restrictions; Metered spaces are defined as those with public parking meters; Green spaces are defined as those with posted short-term time limits (green curb); Loading spaces are defined as those reserved for loading purposes only (yellow or white curb); Disabled spaces are defined as those reserved for handicapped individuals with appropriate placards (blue curb).

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City of Newport Beach

Figure 3 On-Street Parking Regulations



Pricing

The study area contains both priced on-street and off-street facilities. Metered on-street spaces are located along Balboa Boulevard, Bay Avenue, and Palm Street and have time limits ranging from 30 minutes, one hour, and two hours. Meters in Balboa Village are priced at \$1.50 per hour.

Various public, “pay” lots are located at Balboa Boulevard and Palm Street, at East Bay Avenue and Washington Street, and at Peninsula Park at the end of A Street. The pricing structures of Balboa Village’s paid lots are as follows:

- **Balboa Pier Main Lot (Lot A)**
 - Autos: \$1.50 per hour, \$15 max for 24-hour period
 - RV's (No Camping): \$1.50 per hour, \$15 max for 24-hour period (Per Space Occupied)
 - Buses: \$50 for 24 passengers or less; \$100 for 25 passengers or more
 - Motorcycles: \$0.75 per hour, \$7.50 max for each 24-hour period
 - Peak Holidays (Memorial Day, July 4th, and Labor Day): \$25 flat rate
- **Newport Landing (Lot P)**
 - Catalina Flyer
 - Monday - Thursday, \$10 per day
 - Friday - Saturday, \$12 per day
 - Sunday, \$15 per day
 - Whale Watching boats - \$6 with validation
 - Fishing boats - \$8 with validation
- **Public Lots (Lots B, C, D, and L)**
 - \$1.50 per hour (meter)

OCCUPANCY AND TURNOVER

This section provides an overview of the results from the parking occupancy and turnover data collection effort. It includes a summary of the methodology and the key findings for both the complete study area, as well as the Balboa Village and Residential sub-areas.

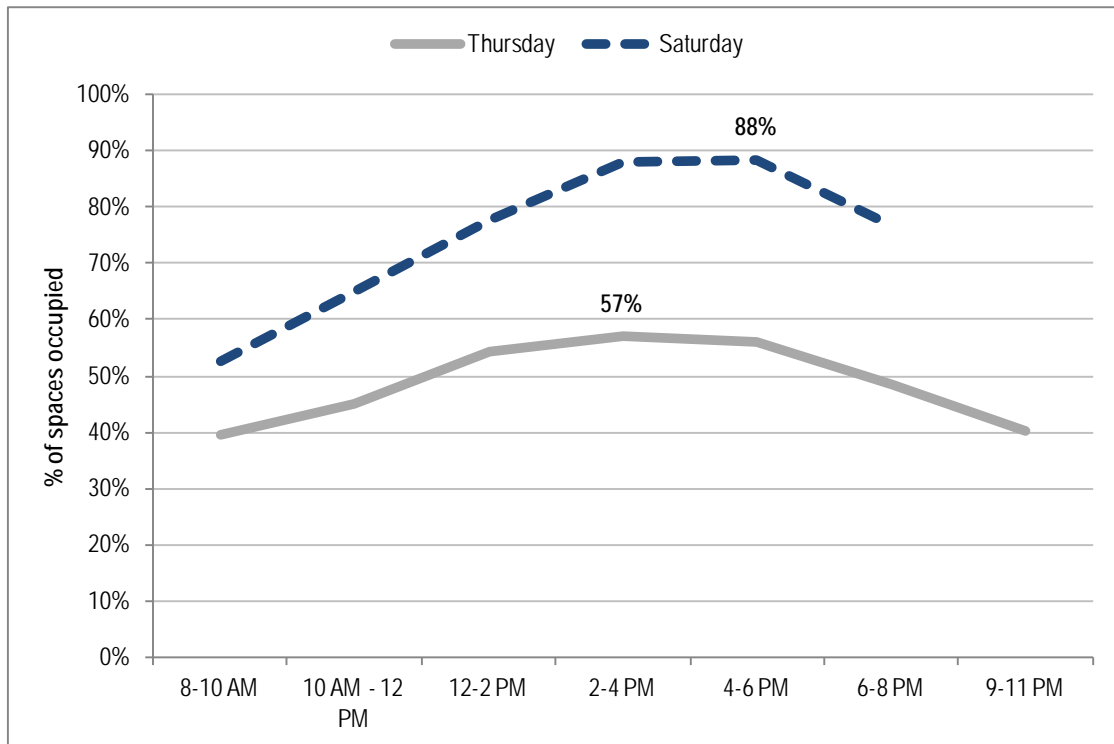
Parking Occupancy⁴

Target occupancy rates of 85% and 90% are effective industry standards for on- and off-street spaces, respectively. In other words, maintaining 15% and 10% vacancy rates for corresponding on- and off-street stalls will help ensure an “effective parking supply.” It is at these occupancy levels that roughly one space per block is available, making searching or “cruising” for parking unnecessary and allowing off-street lots to maintain adequate maneuverability. Occupancy rates below these targets indicate a diminished economic return on investments in parking facilities.

Overall Study Area

As shown in Figure 4, overall study area occupancy was significantly higher on Saturday across all count periods. On Saturday, occupancy peaked at 88% (2-4 PM and 4-6 PM), and was above 50% across all count times. On Thursday, occupancy peaked at only 57% (2-4 PM).

Figure 4 Combined Parking Occupancy by Day



⁴ All occupancy calculations omit the 24 spaces in Lot E (on Balboa Boulevard between Main Street and A Street) from the total inventory because that facility was closed for construction during the count periods.

Figure 5 and Figure 6 show parking occupancy by space type for Thursday and Saturday, respectively. On Thursday, on-street utilization rates remained relatively constant, exhibiting a low of 58% (8-10 AM), and a peak of 71% (9-11 PM). The additional 9 Pm count conducted on Thursday indicates that occupancy for on-street spaces increases in the evening as more residents return home and park their vehicles for the night. Figures 12 and 14 further illustrate this trend.

Off-street occupancy was lower than on-street occupancy during all Thursday count times, and exhibited a more condensed peaking trend. Off-street occupancy was lowest at 8-10 AM (24%) and highest at 2-4 PM (54%). At no point did on- or off-street occupancy reach target levels (85% and 95% for on- and off-street facilities, respectively).

On Saturday on-street utilization remained relatively constant, exhibiting a low of 75% (8-10 AM) and a peak of 85% (4-6 PM). Conversely, off-street occupancy varied quite drastically, with a low of 34% (8-10 AM) and a high of 91% (2-4 PM and 4-6 PM).

Figure 5 Parking Occupancy by Space Type, Thursday

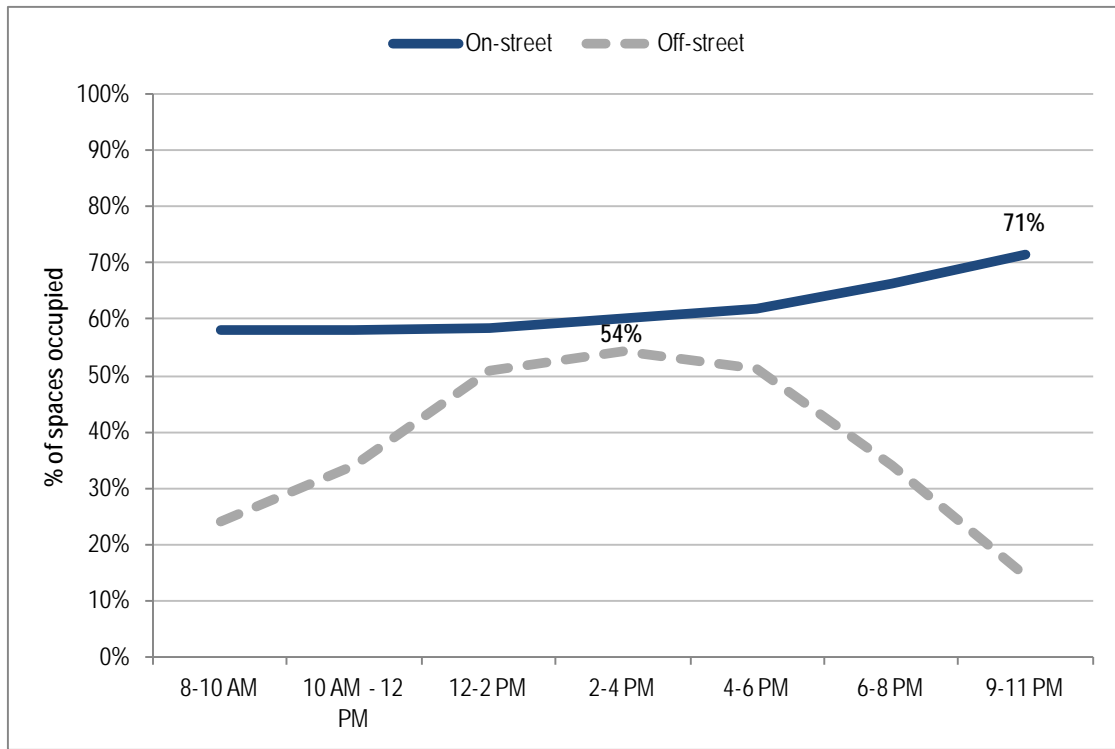
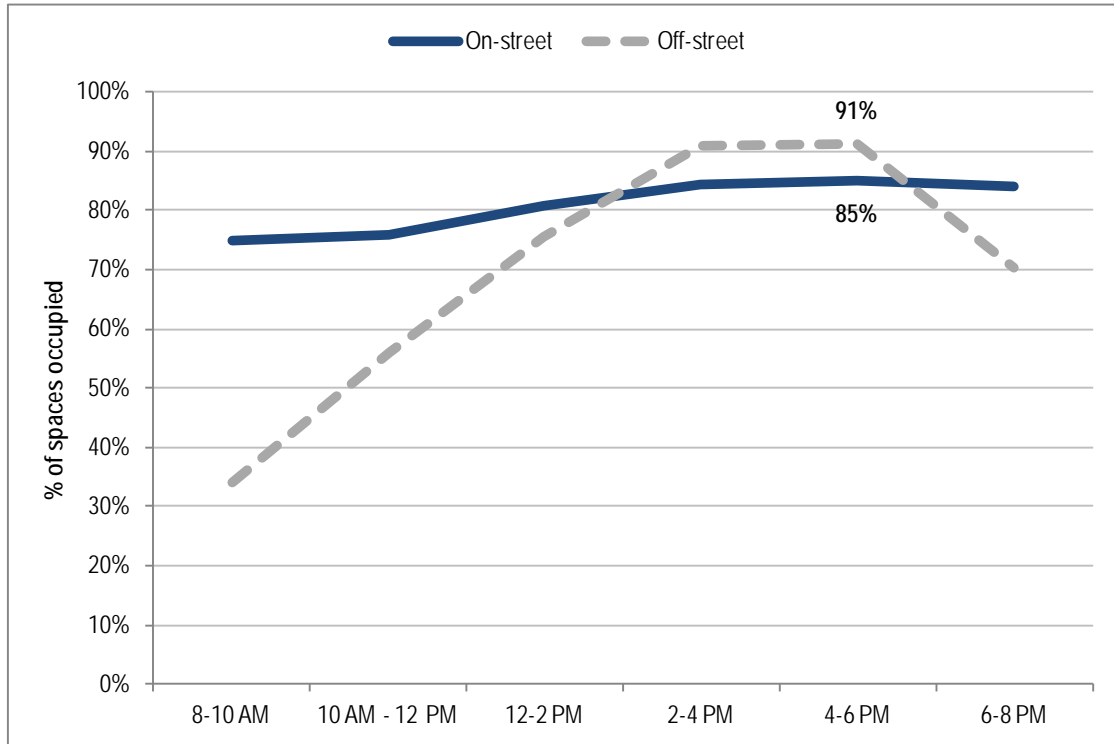


Figure 6 Parking Occupancy by Space Type, Saturday



In looking at off-street facilities by lot type (public versus private), on Thursday, public facilities were utilized at higher rates than private ones during all count times except 8-10 AM, as shown in Figure 7. Neither lot type approached target occupancy rates, however; public facility utilization peaked at 56% (2-4 PM), while private facility utilization peaked at 42% (2-4 PM).

On Saturday, facilities were utilized at higher rates than private ones during all count times, as shown in Figure 8. The utilization of public off-street facilities exceeded target rates during two count times, 2-4 PM and 4-6 PM (96%). Private off-street facility utilization peaked at 53% (4-6 PM).

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Figure 7 Off-Street Occupancy by Lot Type, Thursday

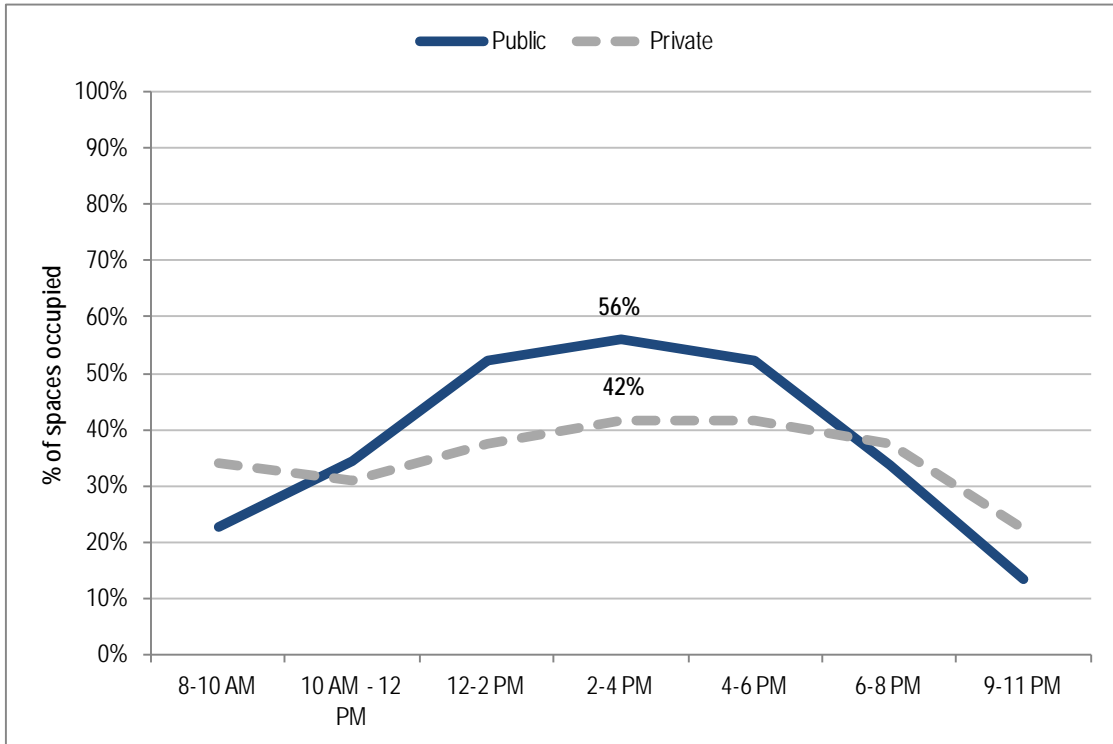
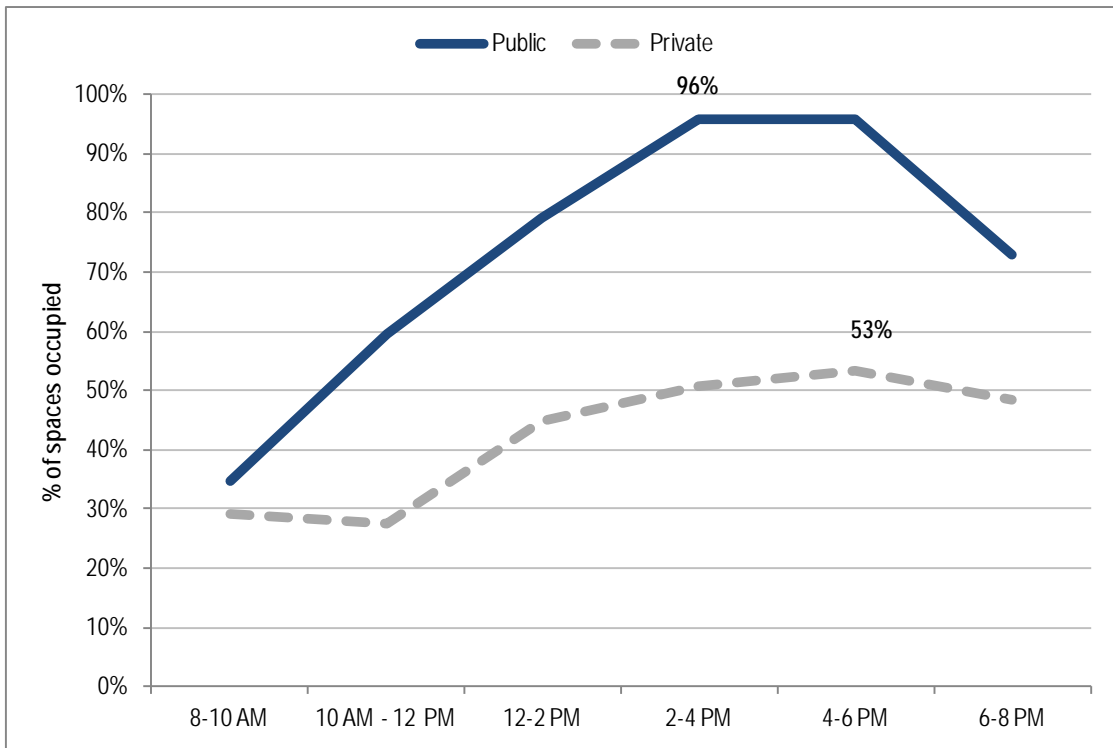


Figure 8 Off-Street Occupancy by Lot Type, Saturday



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Figure 9, Figure 10, and Figure 11 map peak-hour overall utilization in the study area for Thursday (57% at 2-4 PM) and Saturday (88% at 2-4 PM and 4-6 PM). These maps show the utilization level for each individual block face and each individual lot during the peak hour parking demand. The maps reveal that there were some limited “pockets” of high demand on a few blocks and in some lots in the study area during Thursday’s counts, as shown in Figure 9. For example, some blocks along spaces along Bay Avenue, Balboa Boulevard, and Adams Street reached or exceeded target levels.

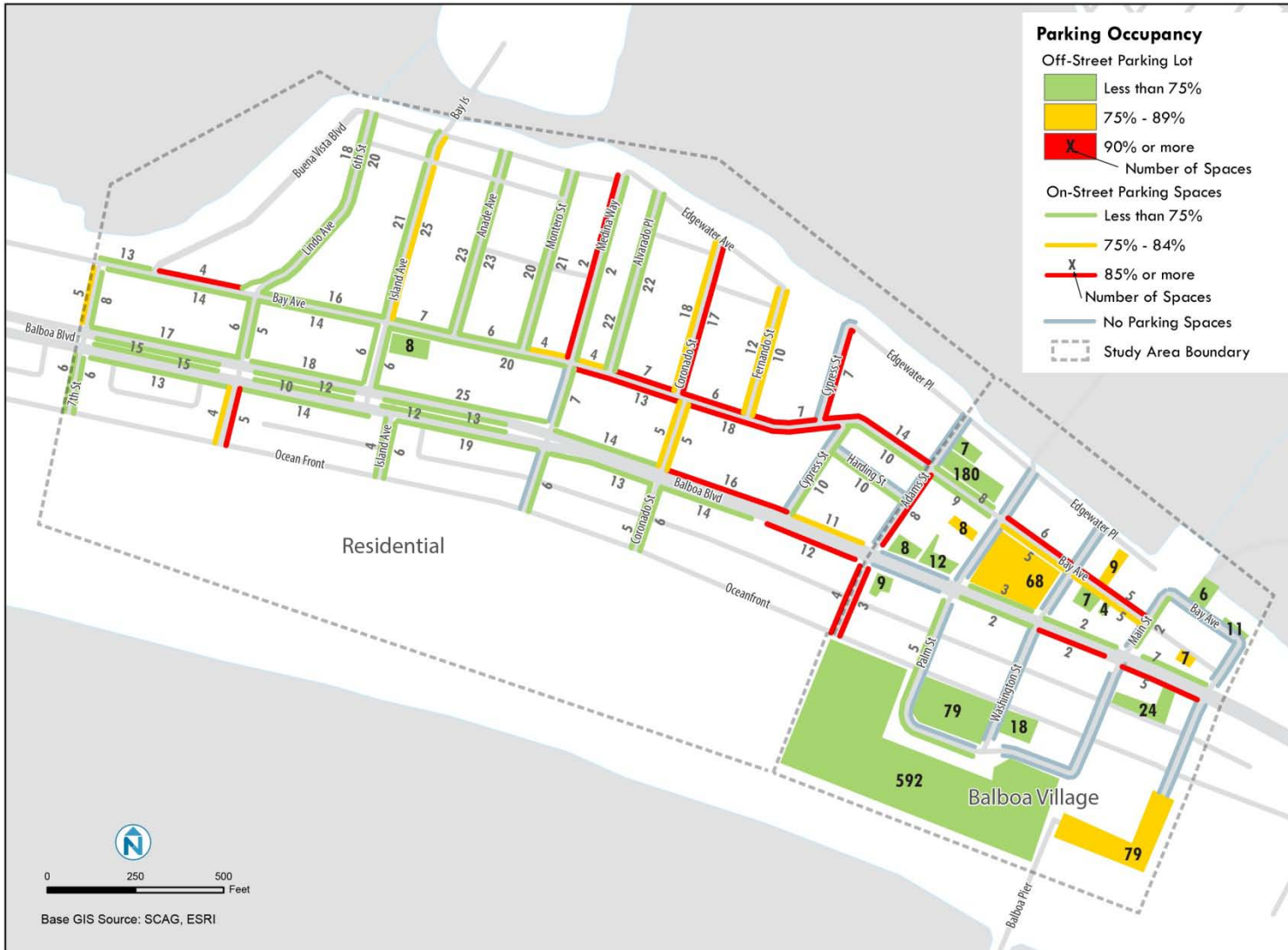
On Saturday, occupancy peaked at 87% during both the 2-4 PM and 4-6 PM count periods. During this peak time, the majority of the study area’s on- and off-street facilities met or exceeded target utilization rates. While many over-utilized on- and off-street facilities are located in relatively close proximity to facilities with significant capacity, it is clear that during weekends the parking supply in the study area is quite heavily utilized. It should also be noted that the metered spaces along Balboa Boulevard are consistently underutilized, however, even during peak periods.

See Appendix A for occupancy maps⁵ during all survey days and count times.

⁵ Lot E (on Balboa Boulevard between Main Street and A Street) is shown as “green” on all maps, but was closed for construction during the count periods.

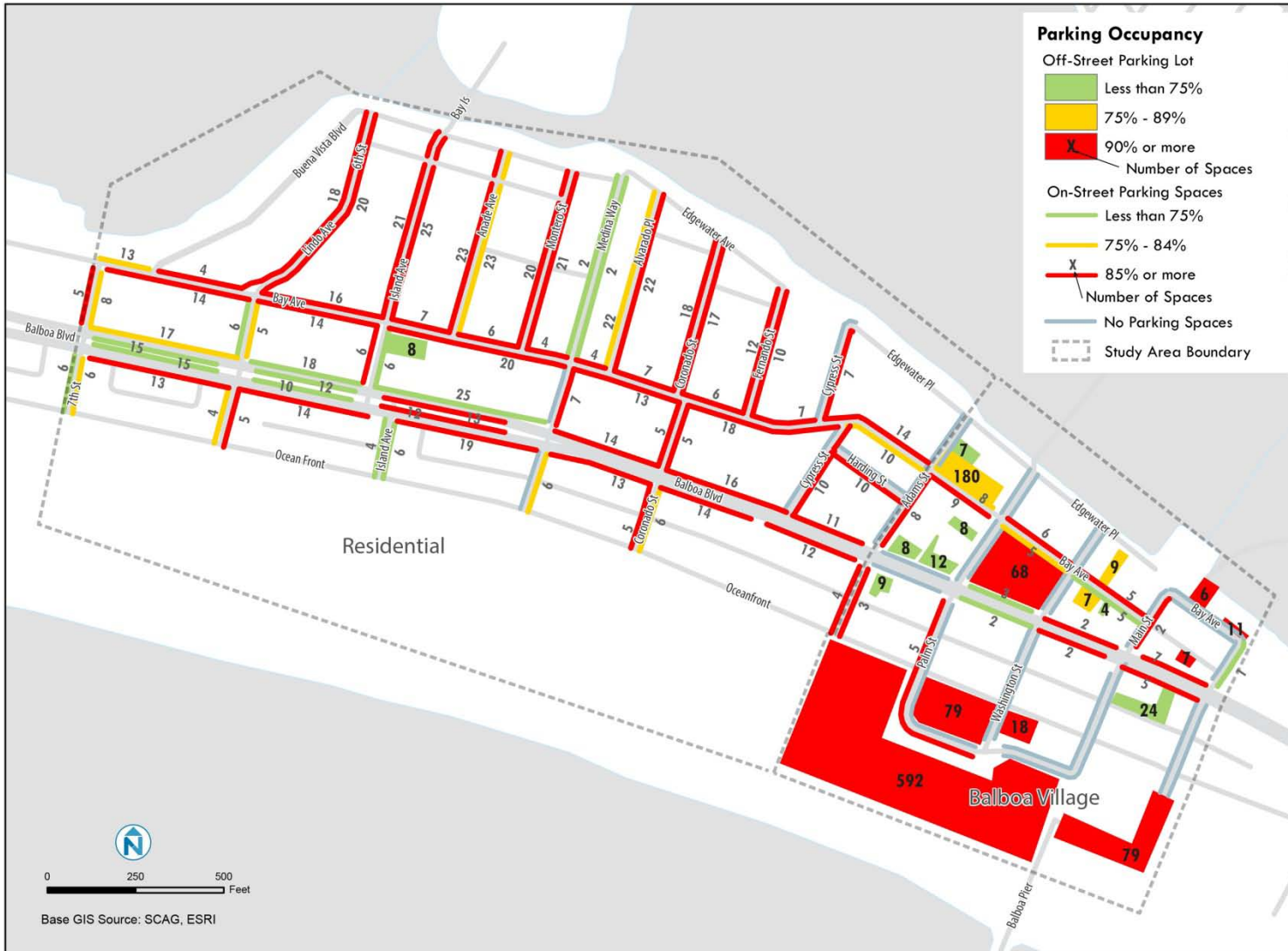
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Figure 9 Study Area Peak Occupancy, Thursday 2-4 PM



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City of Newport Beach

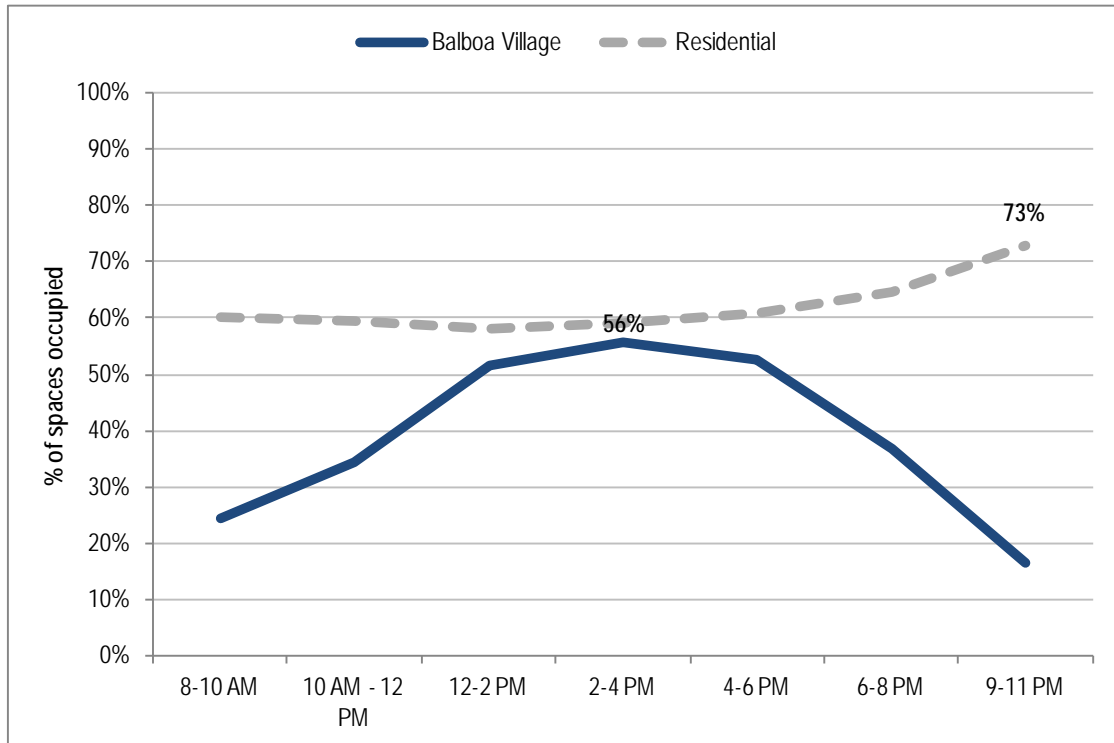
Figure 10 Study Area Peak Occupancy, Saturday 2-4 PM



Study Sub-Areas

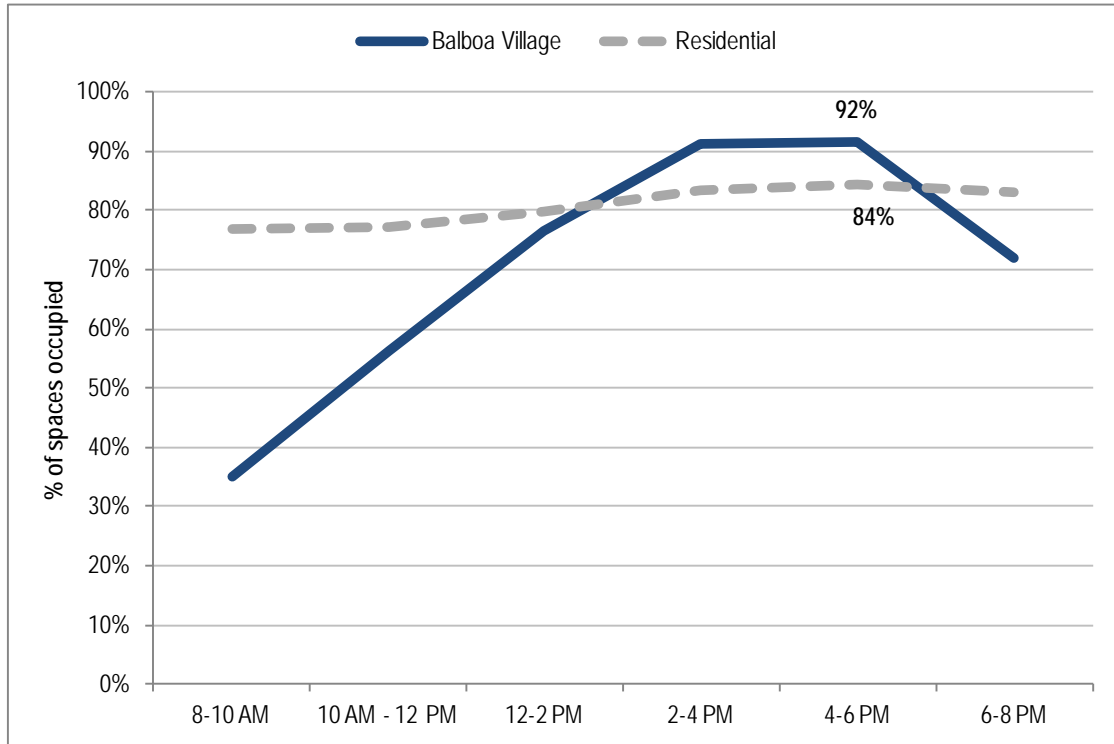
Looking at the two study sub-areas, overall utilization was greater in the Residential (7th Street to Adams Street) sub-area across all Thursday count times. Occupancy peaked at 73% during the 9-11 PM count period, and was at its lowest during the 12-2 PM count period (58%), as shown in Figure 12. In the Balboa Village sub-area, occupancy varied more drastically, rising from a low of 24% (8-10 AM), to a high of 56% (2-4 PM).

Figure 12 Parking Occupancy by Location, Thursday



On Saturday, utilization remained steady in the Residential sub-area, but at significantly higher utilization rates than on Thursday. As shown in Figure 13, utilization peaked at 84% (4-6 PM) from a low of 77% (8-10 AM). Utilization in Balboa Village surpassed that of the Village Residences during two count times, peaking at 92% (4-6 PM).

Figure 13 Parking Occupancy by Location, Saturday



On Thursday, on-street occupancy never reached target rates in either sub-area, as shown in Figure 14. In Balboa Village, on-street utilization peaked at 71% (6-8 PM), while in the Residential sub-area utilization peaked at 74% (9-11 PM).

On Saturday, however, on-street occupancy surpassed the 85% target rate in Balboa Village during four count periods (12 PM through 8 PM), peaking at 92% (6-8 PM), as shown in Figure 15. On-street occupancy reached the target rate in the Residential sub-area during only one count period, peaking at 85% (4-6 PM).

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 City of Newport Beach

Figure 14 On-Street Parking Occupancy by Location, Thursday

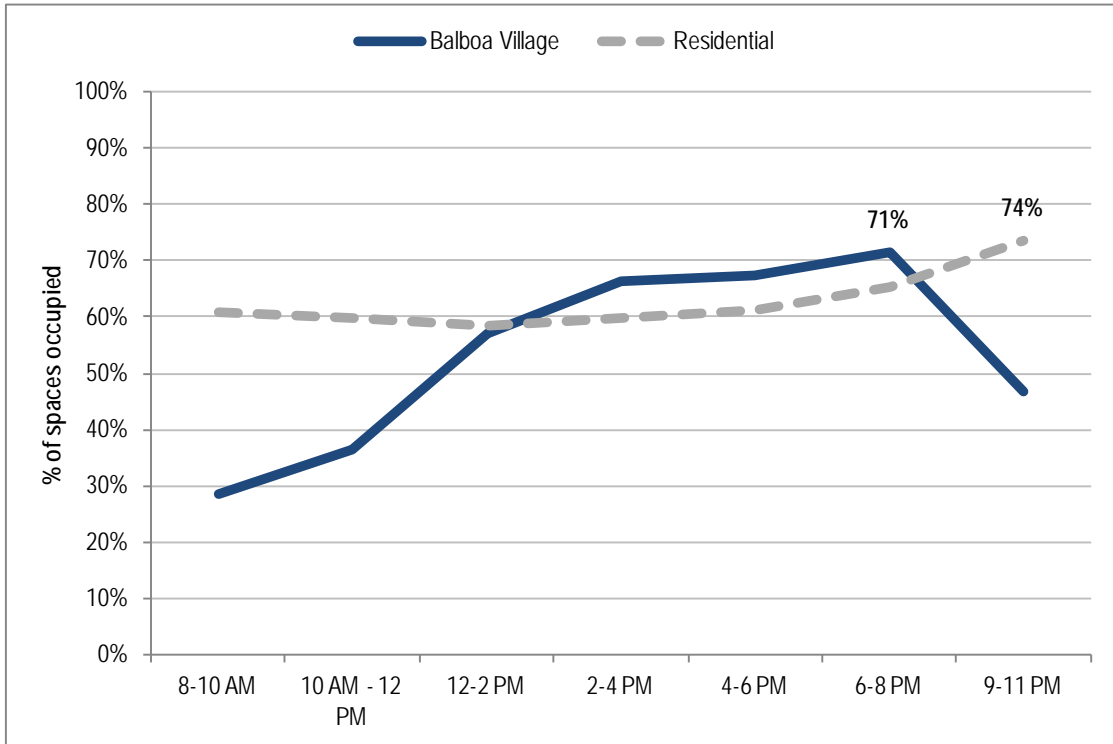
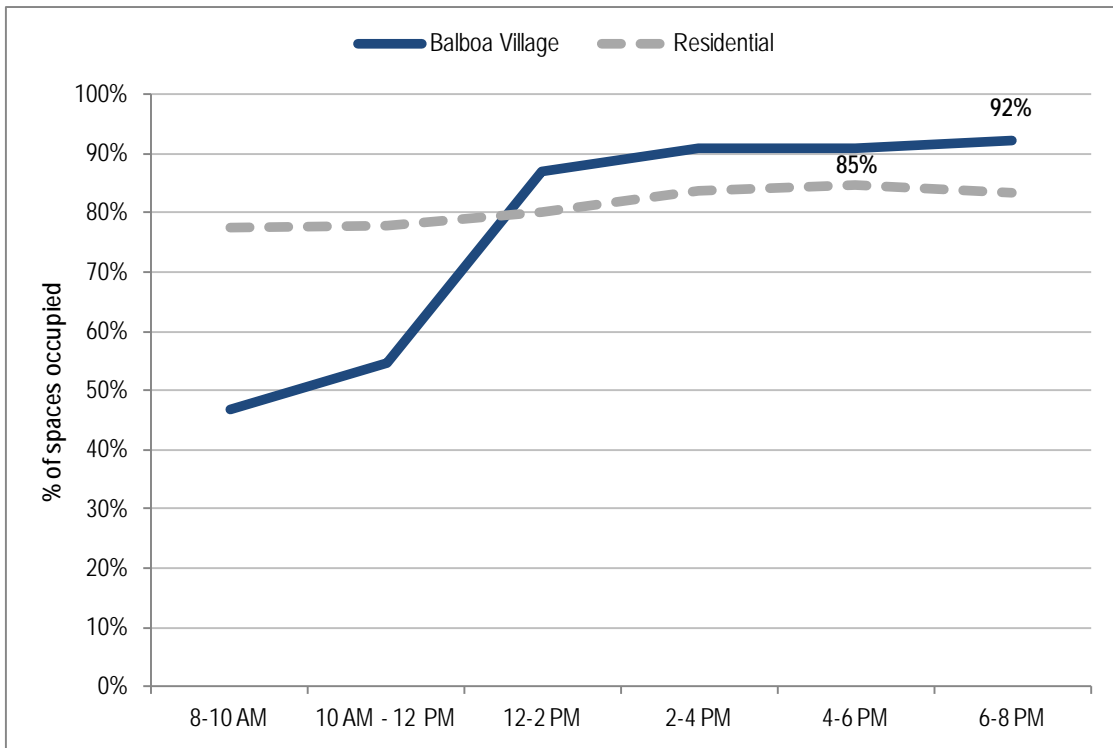
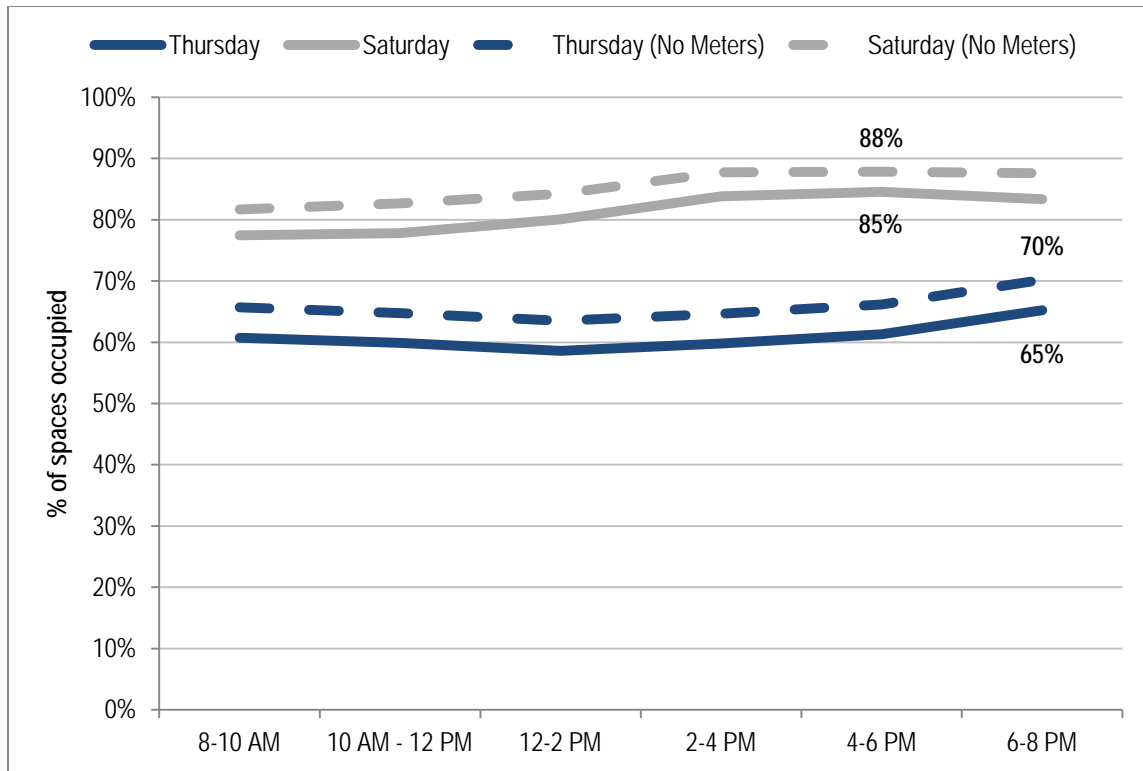


Figure 15 On-Street Parking Occupancy by Location, Saturday



It should also be noted, however, that the underutilized metered parking spaces along Balboa Boulevard slightly distort the picture of on-street demand in the Residential sub-area. As shown in Figure 16, removing the metered spaces results in higher levels of occupancy for on-street spaces in the Residential sub-area. On Thursday, on-street occupancy peaked at 65%. However, when removing the metered spaces, occupancy peaked at 70%. Similarly, overall on-street occupancy peaked at 85% in the residential sub-area on Saturday. Without the metered spaces, however, occupancy peaked at 88%.

Figure 16 On-Street Parking Occupancy in Residential Sub-Area by Day, Including and Excluding Metered Spaces



As noted in previous sections, off-street parking is heavily concentrated in the Balboa Village sub-area, as 18 of the 19 off-street facilities are located east of Adams Street. Therefore, as shown in Figure 17 and Figure 18, off-street occupancy in Balboa Village area mirrors overall off-street occupancy in the entire study area on both days. In the Residential sub-area, only one off-street garage exists.

On Thursday, off-street occupancy was higher in the Balboa Village sub-area across all count times, peaking at 55% (2-4PM), as shown in Figure 17. On Saturday, off-street occupancy was again higher in the Balboa Village sub-area during all count periods, peaking at 92 % (4-6PM) as shown in Figure 17.

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City of Newport Beach

Figure 17 Off-Street Parking Occupancy by Location, Thursday

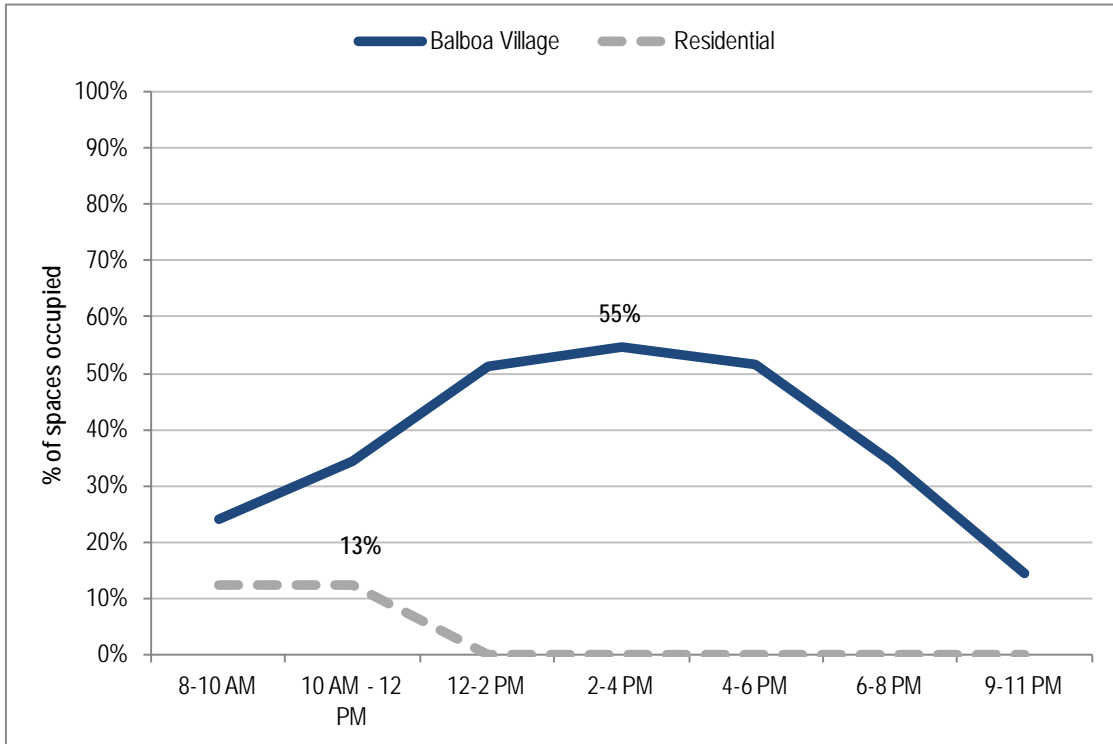
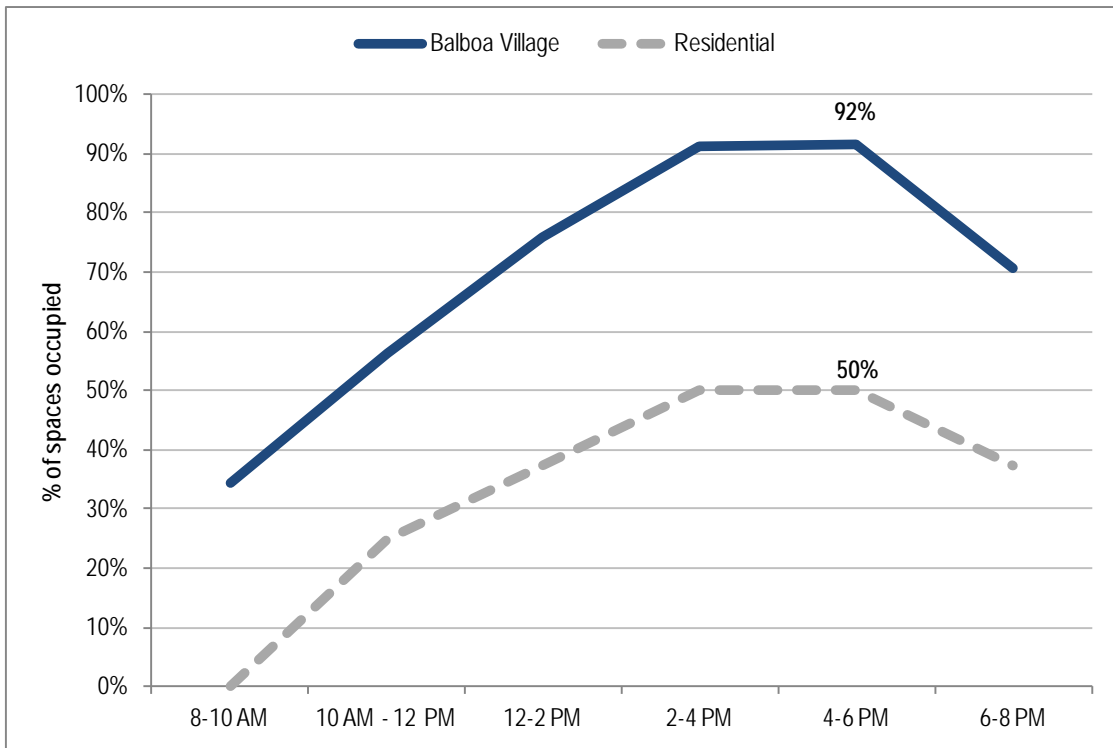


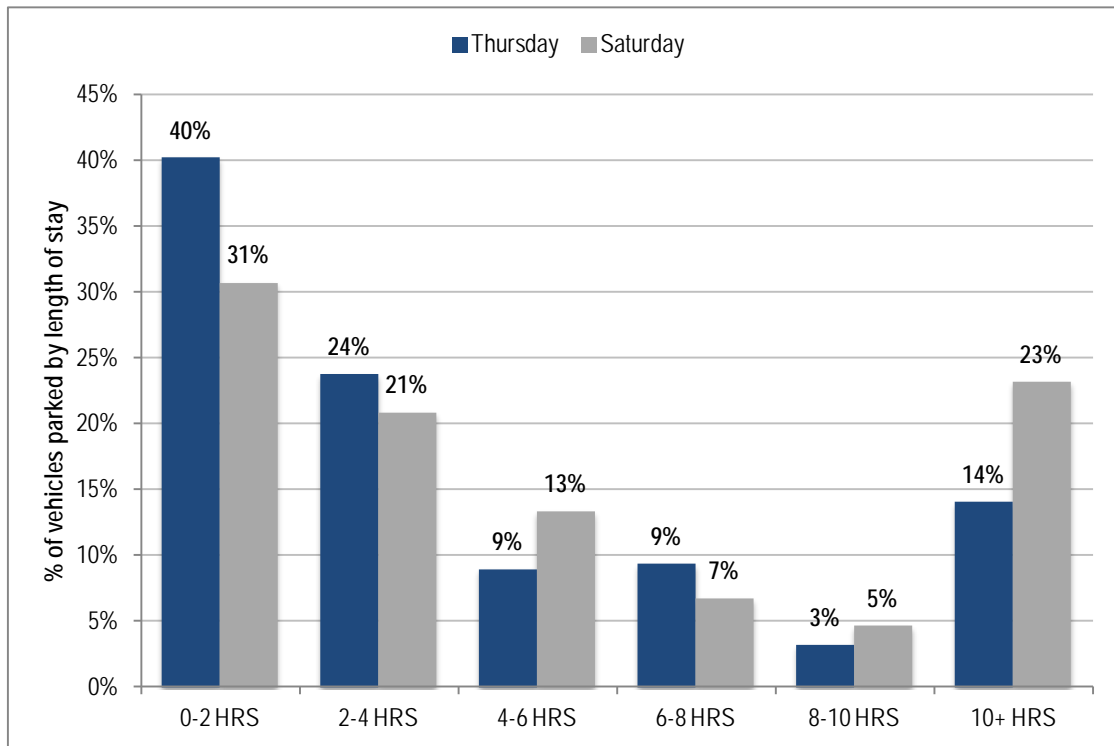
Figure 18 Off-Street Parking Occupancy by Location, Saturday



Parking Turnover

In addition to parking occupancy data, parking turnover data was collected for all on-street block faces.⁶ As shown in Figure 19, the largest portion of vehicles parked in the study area during all count times did so for less than two hours. On Thursday, 40% of vehicles parked between 0-2 hours and 64% parked for less than four hours. On Saturday 31% parked for less than two hours and 52% parked for less than four hours. In general, more vehicles were parked for longer periods of time on Saturday than on Thursday, likely due to residents not commuting to work and staying parked for longer periods of time, as well as more long-term visitor trips that typically occur on the weekend.

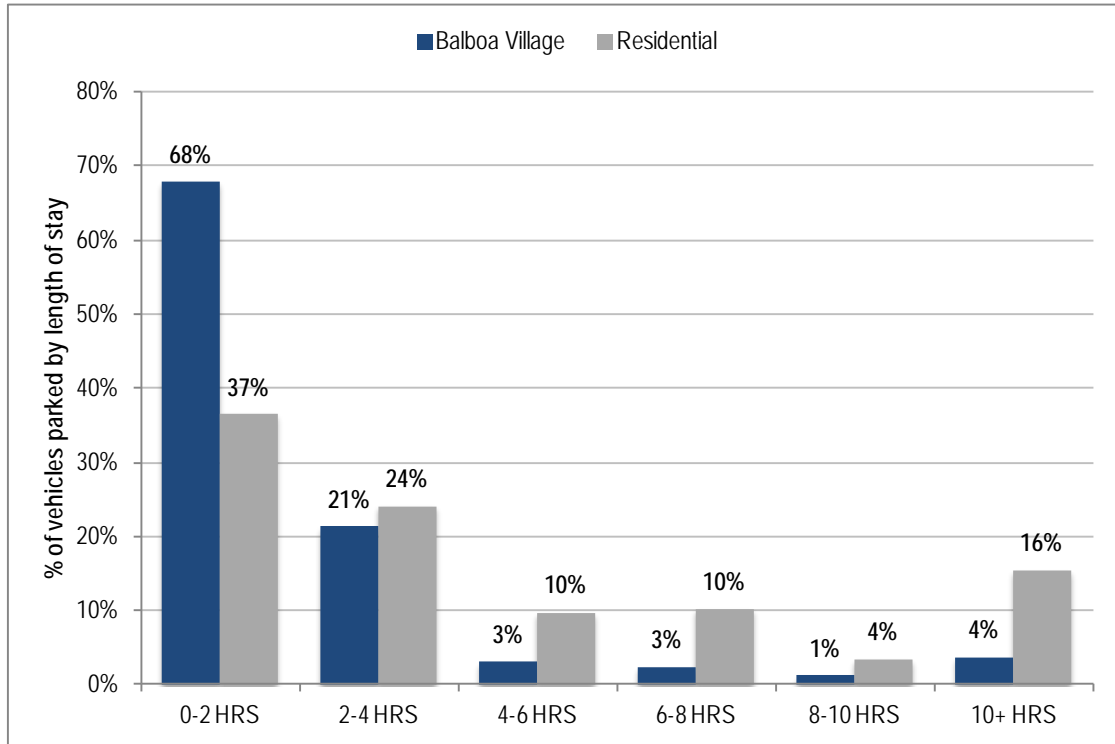
Figure 19 Vehicle Turnover by Day, Entire Study Area



When parsing the data between the two sub-areas, it is clear that on Thursday vehicles parked for much shorter periods of time in Balboa Village than in the Residential sub-area, as expected given the differences in land use. Balboa Village’s shops, restaurants, and other venues attract short-term parkers, while the on-street blocks of the Residential sub-area are most likely used for the storage of resident vehicles. As shown in Figure 20, the majority (68%) of vehicles parking in Balboa Village did so for 0-2 hours, while only 37% of vehicles in the Residential sub-area parked for less than two hours.

⁶ Turnover is defined as the number of vehicles parked on a block-face divided by the inventory. In other words, the higher the turnover figure, the less time the average vehicle was parked on a block-face (i.e. the greater the amount of vehicular turnover).

Figure 20 Vehicle Turnover by Location, Thursday



These trends held true on Saturday, though they were more pronounced. As shown in Figure 21, the majority (71%) of vehicles parking in Balboa Village did so for 0-2 hours, while only 24% of vehicles in the Residential sub-area parked less than two hours. Roughly one in four vehicles parked in the Residential sub-area were parked throughout the entire survey period (10+ hours).

Figure 21 Vehicle Turnover by Location, Saturday

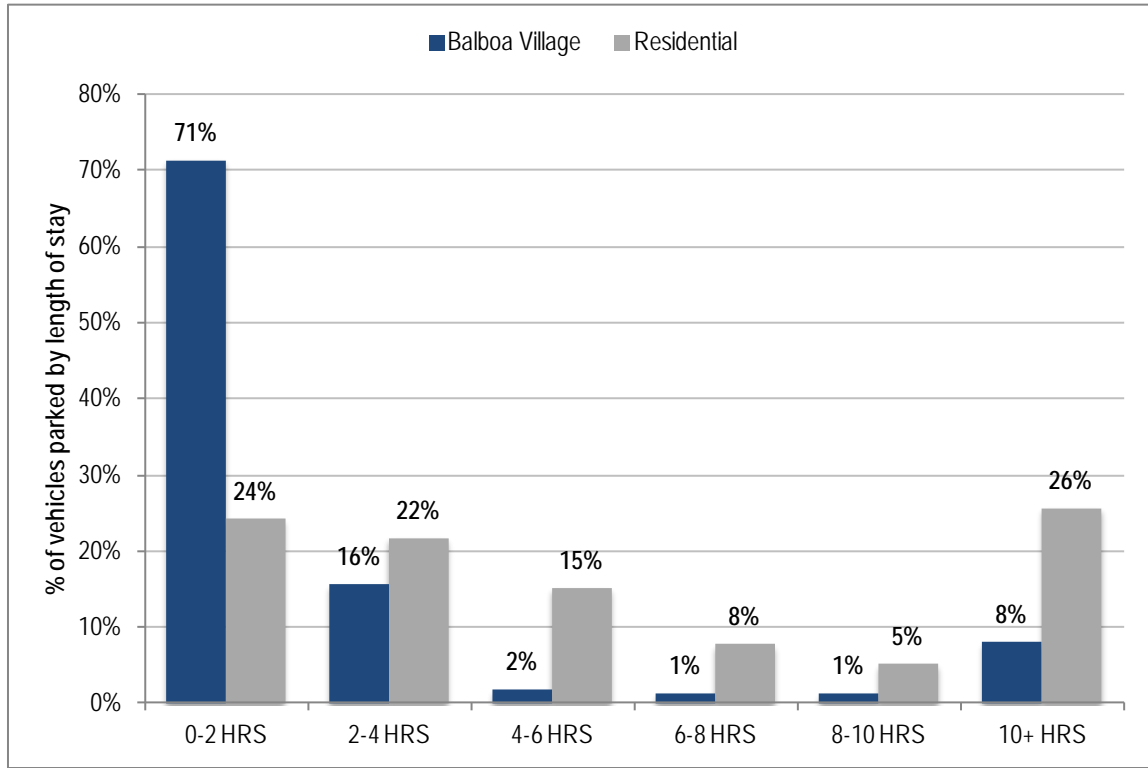
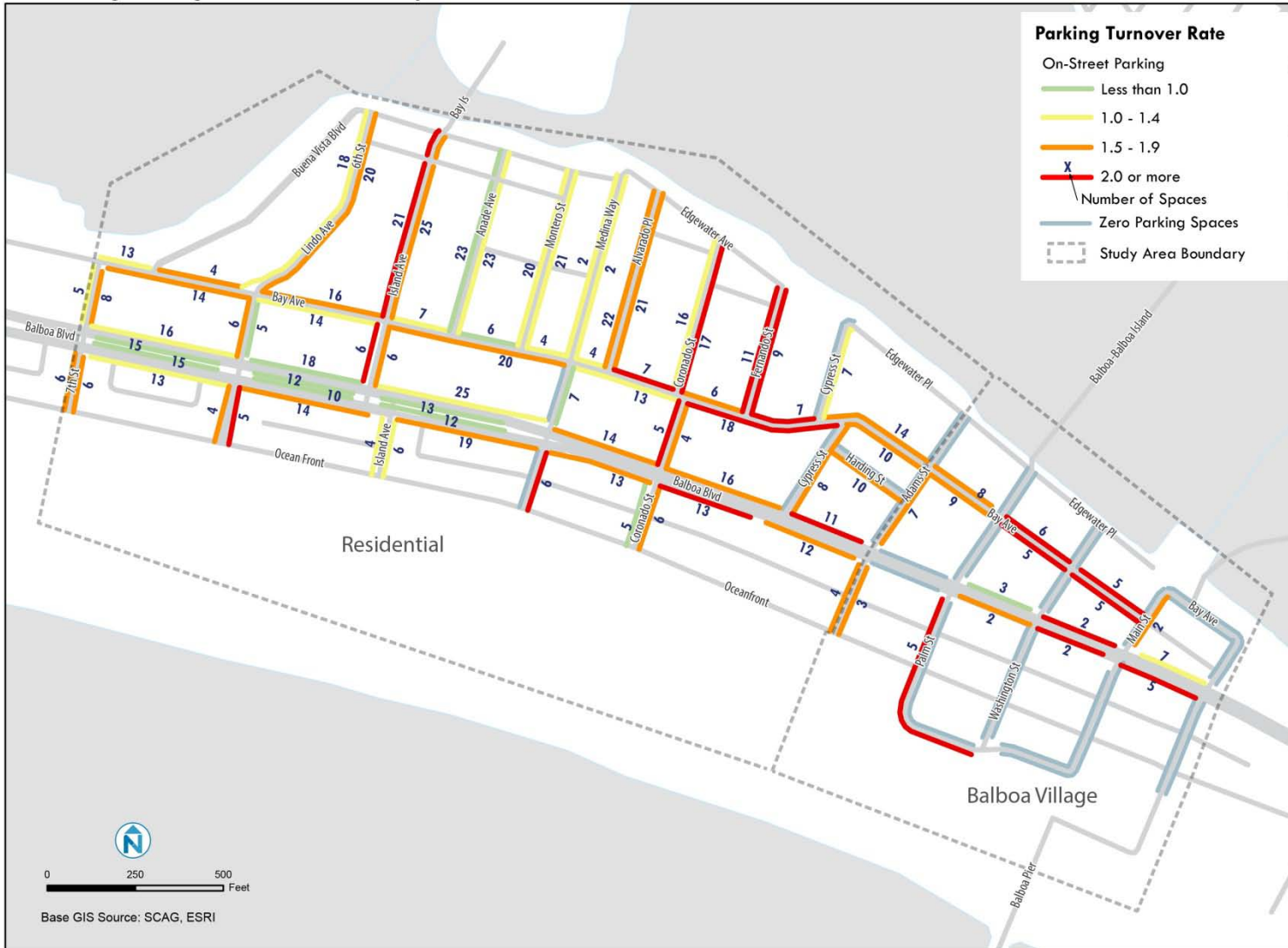


Figure 22 and Figure 23 map vehicle turnover by block-face for Thursday and Saturday surveys, respectively. For the purposes of this map, turnover is defined as the number of vehicles parked on a block-face divided by the inventory. In other words, a higher number indicates that more vehicles were parked on the block during the day and that the average vehicle was parked for a shorter amount of time.

On Thursday, turnover was highest along stretches of Bay Avenue, Island Avenue, Coronado Street, Fernando Street, and Palm Street, blocks that are proximate to the Village Center (as shown in Figure 22). On Saturday, turnover was lower overall, though pockets of higher turnover were concentrated along Bay Avenue, Lindo Avenue, Coronado Street, and portions of Balboa Boulevard in the Village Center (Figure 23).

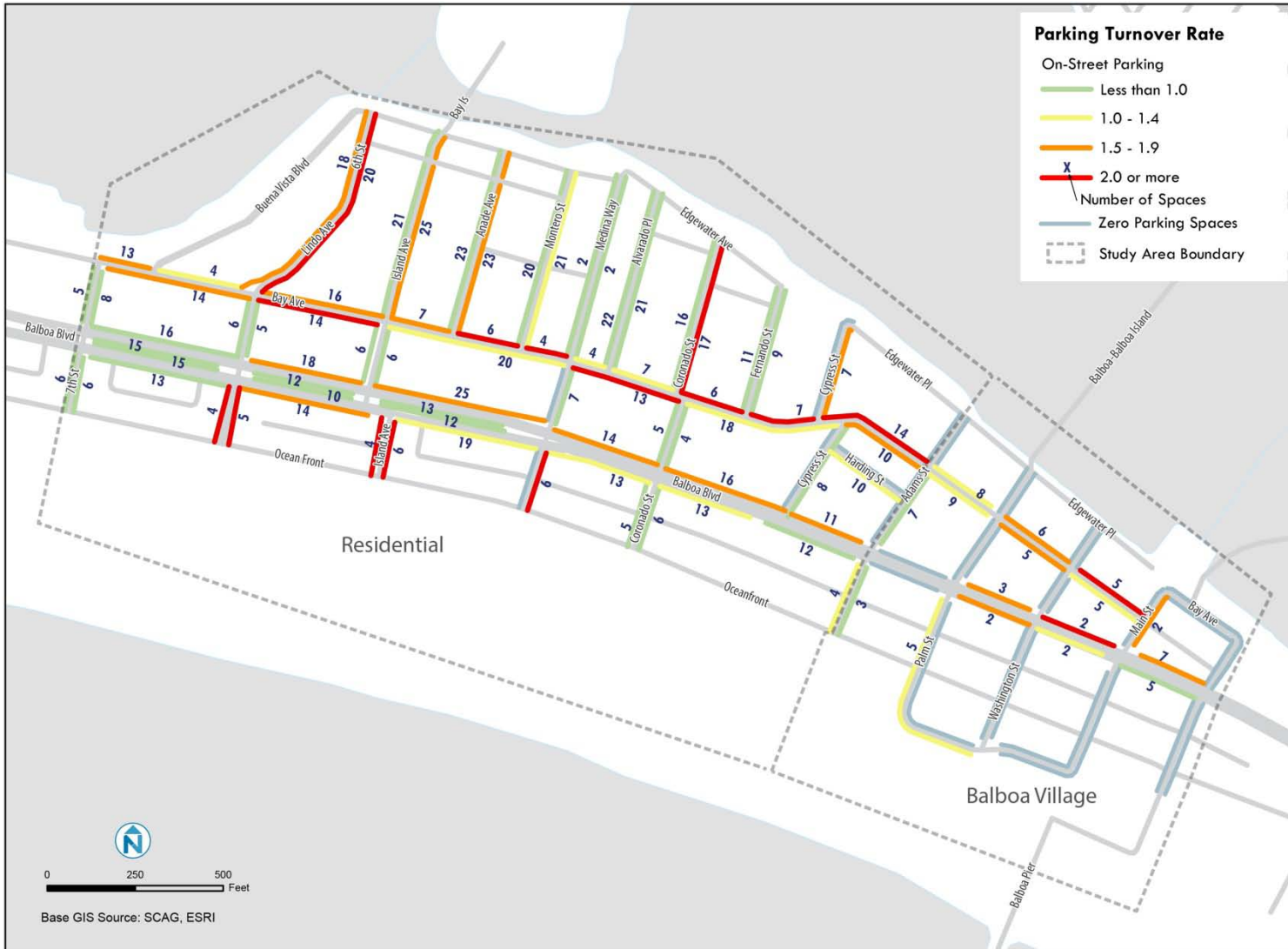
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Figure 22 Map of Turnover by Block-Face, Thursday



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Figure 23 Map of Turnover by Block-Face, Saturday



Key Findings

As described above, the parking analysis yielded various key findings related to parking supply, regulations, utilization, and turnover in the study area. In sum, finding on-street parking along many “front door” block faces and beach-front lots can be difficult, especially during weekend days, but parking supplies are meeting current overall levels of demand. The specific findings of the parking analysis are summarized below:

1. **The study area has a large supply of parking which is split roughly evenly between the area’s on- and off-street facilities.** A total of 2,065 spaces exist in the study area, 929 of which are located on-street (45%), and 1,136 spaces of which exist in various off-street lots and garages in the study area (55%).
2. **While the parking supply is underutilized during weekdays, various “hot-spots” of demand exist.** On Thursday, at no point did overall on- or off-street utilization reach target levels, though the some of the mostly unregulated blocks along spaces along Bay Avenue, Balboa Boulevard, and Adams Street reached or exceeded target levels.
3. **On weekends, parking supplies generally met overall demand, though during peak periods many facilities met or exceeded target utilization rates.** On Saturday, utilization peaked at 88% during the 4-6 PM count period. During this peak period, the majority of the study area’s on- and off-street facilities met or exceeded target utilization rates. While many over-utilized on- and off-street facilities are located in relatively close proximity to facilities with significant capacity, it is clear that during weekends the parking supply in the study area is quite heavily utilized.
4. **Vehicle turnover varies by day, though the largest portion of vehicles parking within the study area do so for shorter periods of time.** The largest portion of vehicles parked in the study area during all count times did so for less than two hours. On Thursday, 40% of vehicles parked between 0-2 hours and on Saturday 31% did so. In general, more vehicles stayed parked for longer periods of time on Saturday than on Thursday, likely due to residents not commuting to work and staying parked for longer periods of time, as well as more long-term visitor trips that typically occur on the weekend.
5. **The sub-areas exhibit different parking utilization and turnover trends.** Occupancy was typically lower in the Balboa Village sub-area than in the Residential sub-area, though the peaking of demand was much more heavily pronounced in Balboa Village. On Saturday, utilization in Balboa Village surpassed that of the residential area during only two count times, peaking at 90% (4-6 PM). When parsing the turnover data between the two sub-areas, it is clear that vehicles parked for much shorter periods of time in the Balboa village than in the residential area on both days, as expected given the differences in land use. The Balboa Village’s shops, restaurants, and other venues attract short-term parkers, while the on-street blocks of the Residential sub-area are most likely used for the storage of resident vehicles.

WINDSHIELD SURVEY

In tandem with parking occupancy and turnover collection, a windshield survey was conducted to gather information about the types of people (resident, employee, and visitor) parking on-street in the study area and their reasons for doing so. Approximately 2,000 vehicle surveys were distributed and a total of 480 vehicle surveys were returned with responses, yielding a response rate of 24%. While this is not a scientific survey, and respondents self-selected to participate, the results do give a representative picture of parking behavior.

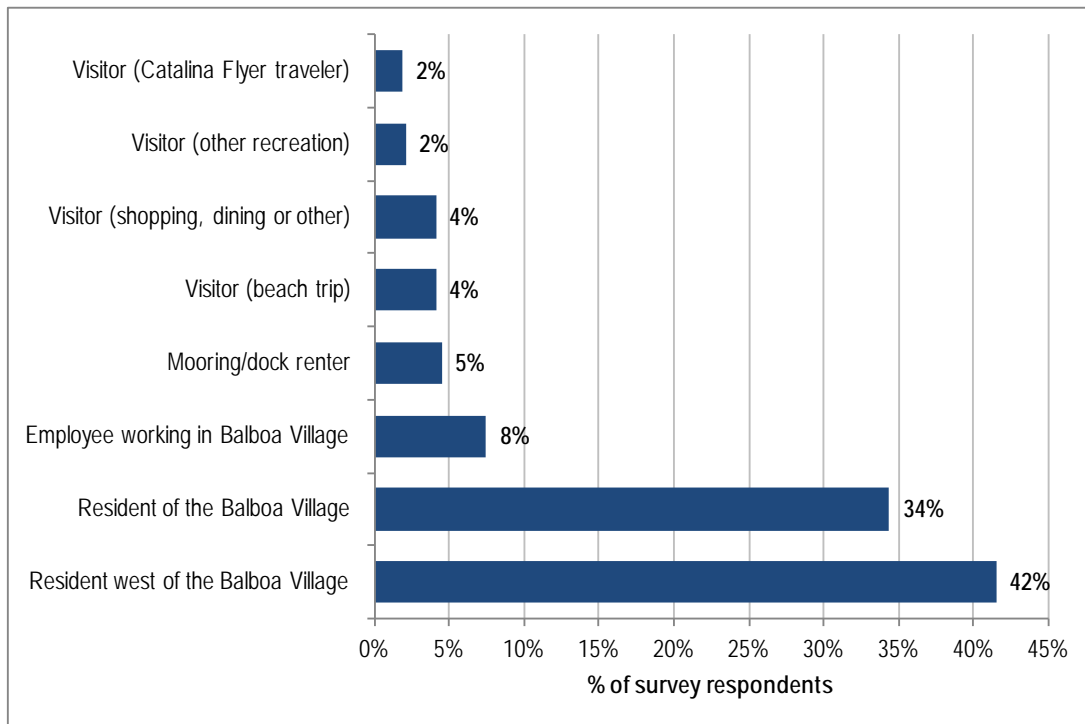
The following section chronicles the results of the windshield survey, beginning with a high level analysis of all of the responses combined. This section also includes a more fine-grained analysis of the survey results cross-tabulated by the following respondent types:

- Employees
- Residents (Balboa Village, west of Balboa Village, and mooring/dock renter)
- Visitors (beach trip, Catalina Flyer traveler, shopping/dinning trip, and other)

Combined Results

Of the total collected surveys, 56% were collected on Saturday, while 44% were collected on Thursday. As shown in Figure 24, the largest portion of survey responses came from residents who live west of Balboa Village (42%), followed those who reside within Balboa Village itself (34%). Approximately 8% of survey respondents are employees in the area, while the remaining 15% of respondents identified as one of four types of visitor.

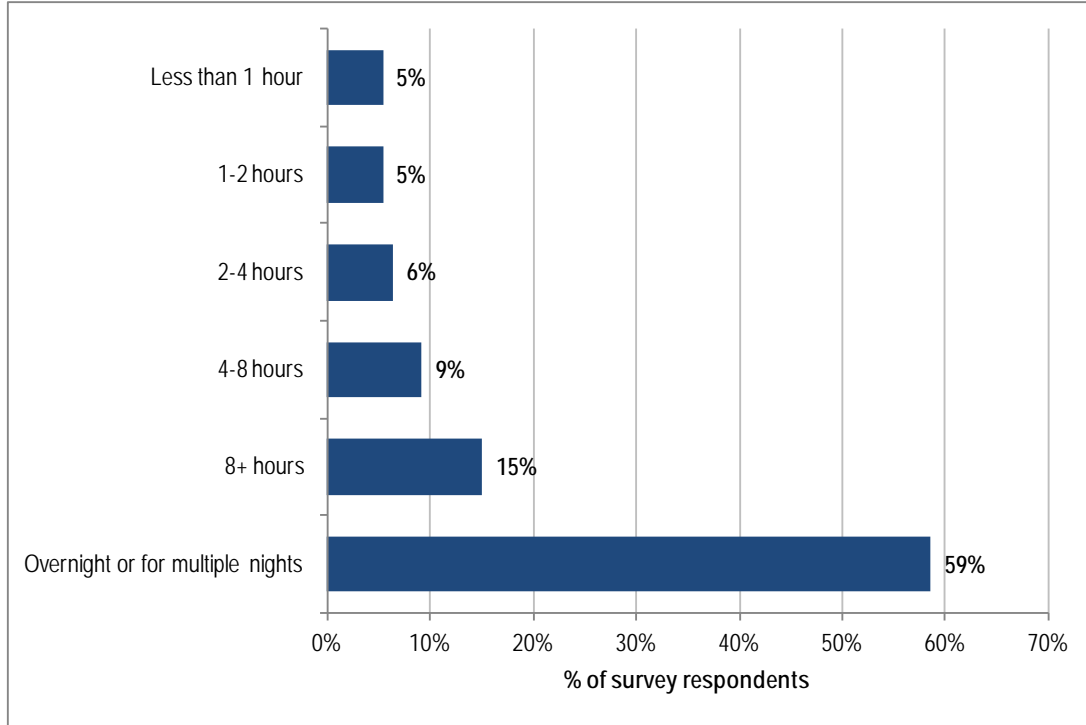
Figure 24 Survey Respondent Type



Number of Respondents (N) = 468

Most survey respondents were parked on-street overnight or for multiple nights (59%), while 15% reported that they had parked for eight hours. As shown in Figure 25, only 5% of survey respondents parked for less than one hour, 5% between 1 – 2 hours, 6% between 2 – 4 hours, and 9% between 4 – 8 hours.

Figure 25 Survey Respondent Length of Stay (All Respondents)

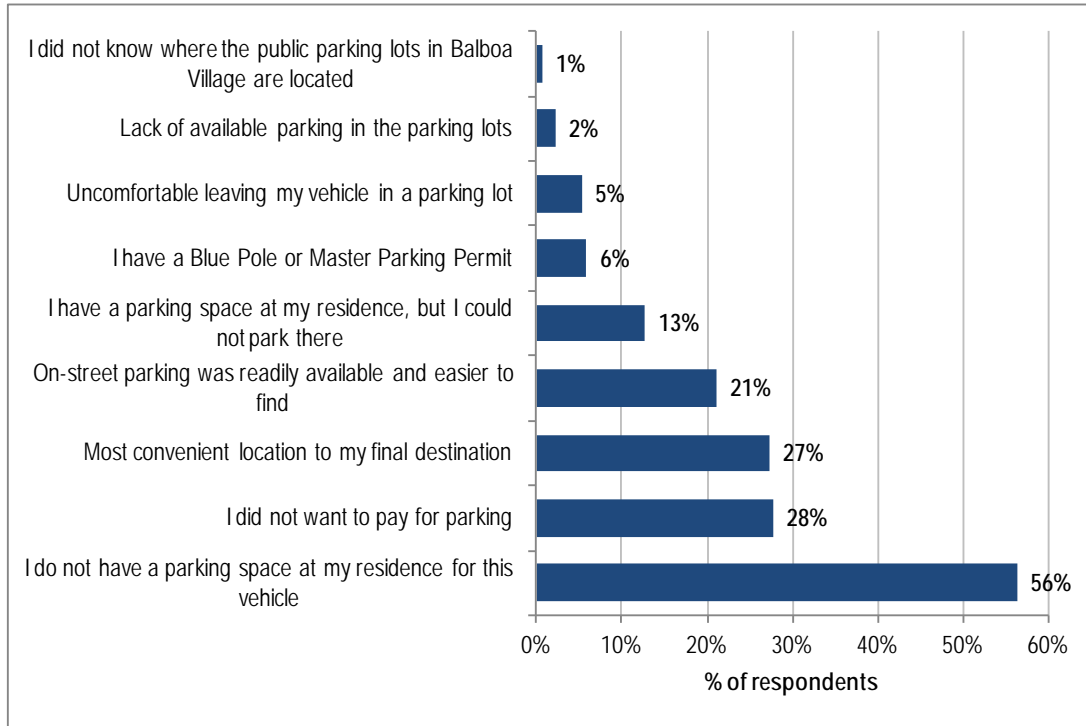


N = 425

Survey respondents were also asked their reasons for parking on-street in Balboa Village. As shown in Figure 26, the majority of respondents (56%) listed not having a parking space at their residence as a reason for doing so, while an additional 28% said they did not want to pay for parking, electing instead to search for a free on-street space. Approximately 27% of respondents mentioned that the on-street space was the most convenient one to their destination, while 21% said the on-street parking was the easiest type of parking to find.

Off-street parking availability and a lack of knowledge of lots do not appear to be major concerns; only 1% and 2% of respondents, respectively, listed those as reasons for parking on-street. A total of 13% of survey respondents said that while they have private parking at their residence, they are unable to do so for various reasons. These reasons could potentially include the use of garages for storage space, or households that own more vehicles than private off-street parking spaces.

Figure 26 Reasons for Parking On-Street, All Respondents



N = 455

Finally, survey respondents were asked if they were aware of the four main off-street facilities in the study area. As shown in Figure 27, the vast majority of respondents are aware of all of the off-street facilities, but still chose to park on-street. Of the facilities, the Balboa Pier lot is the most well known, while the Palm Street Parking Lot, while known by 90% of survey respondents, was the lot that may benefit the most from a wayfinding and/or publicity strategy.

Figure 27 Survey Respondent Awareness of Off-Street Lots (All Respondents)

Lot	Aware of Lot	Not Aware of Lot
Balboa Pier Lot	97%	3%
Peninsula Park Parking Lot	91%	9%
Palm Street Parking Lot	90%	10%
Newport Landing Parking Garage	93%	7%

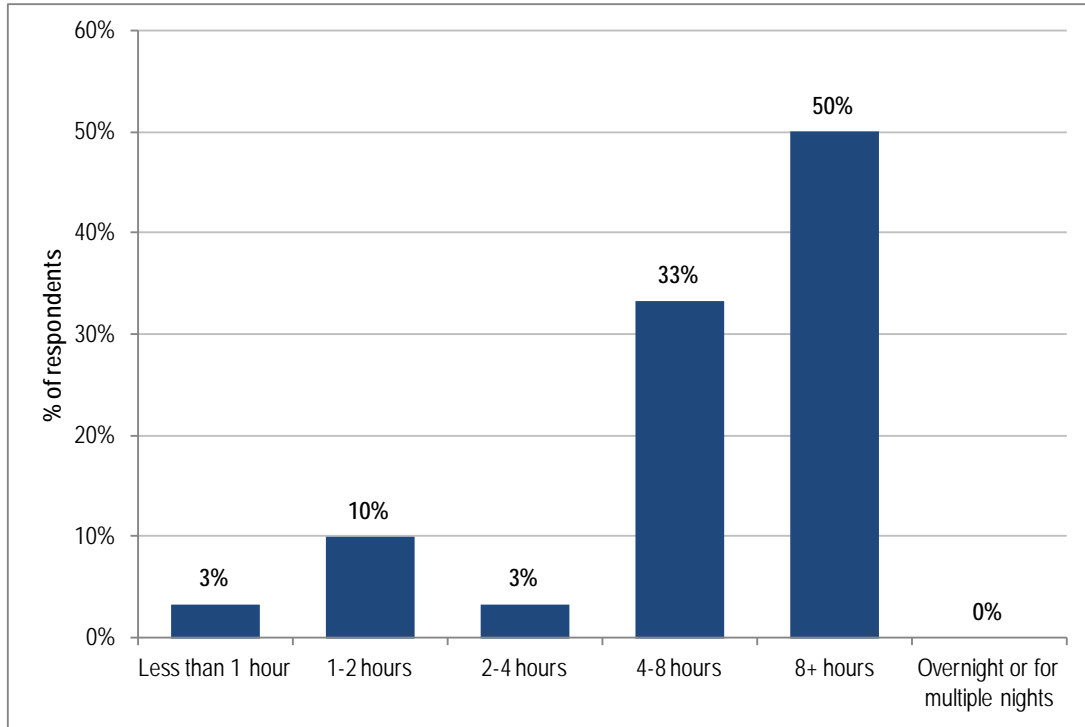
N = 435

Employees

Survey results were also analyzed by respondent type. As mentioned above, almost 8% of survey respondents (a total of 35) identified as employees who work in the Balboa Village area. Of these survey respondents, 75% said they would be willing or may be willing to pay a small annual parking fee if it guaranteed them a convenient off-street parking space.

Employees were also asked how long they parked in the on-street space during the survey day. As shown in Figure 28 and as expected for employees, most employees parked for longer periods of time, with 50% of respondents parked for eight hours or more and 33% parked between four to eight hours.

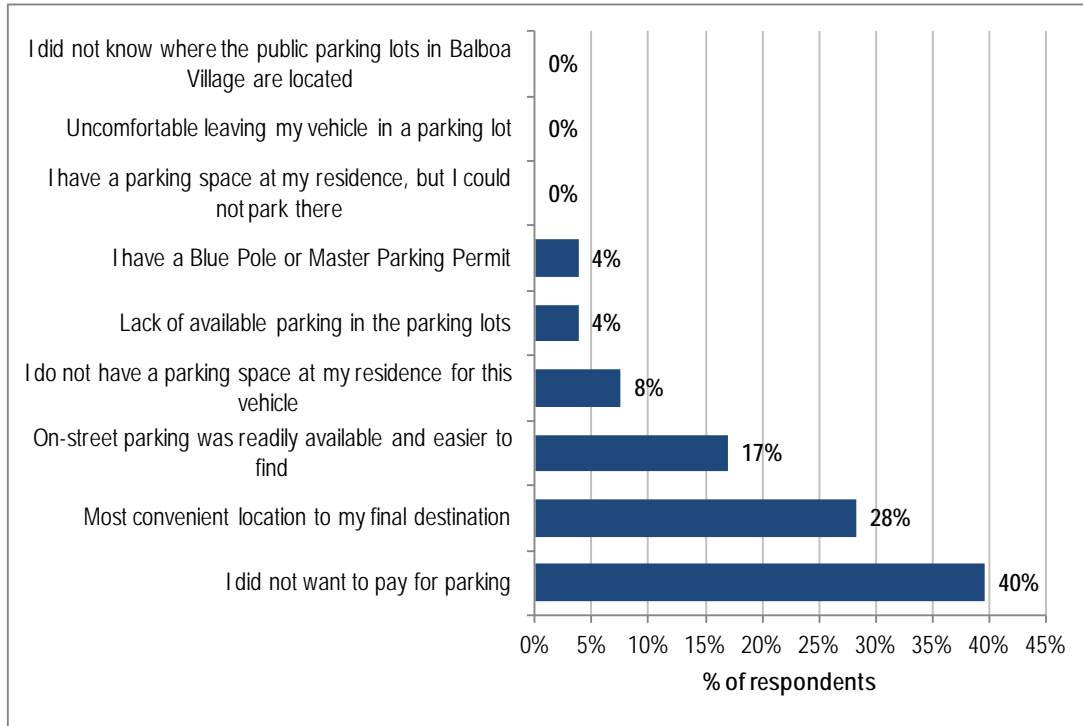
Figure 28 Employee Survey Respondents' Length of Stay



N = 30

When asked their reasons for parking on-street, the highest percentage (40%) of employee survey respondents elected “I did not want to pay for parking” as an answer, as shown in Figure 29. Their on-street space being convenient to a final destination, and on-street parking being readily available and easy to find were also popular answers, selected by 28% and 17% of employee respondents, respectively. No employee respondents elected to park on-street because they are either unaware of or uncomfortable parking in an off-street lot.

Figure 29 Employee Survey Respondents' Reason for Parking On-Street



N = 34

Residents

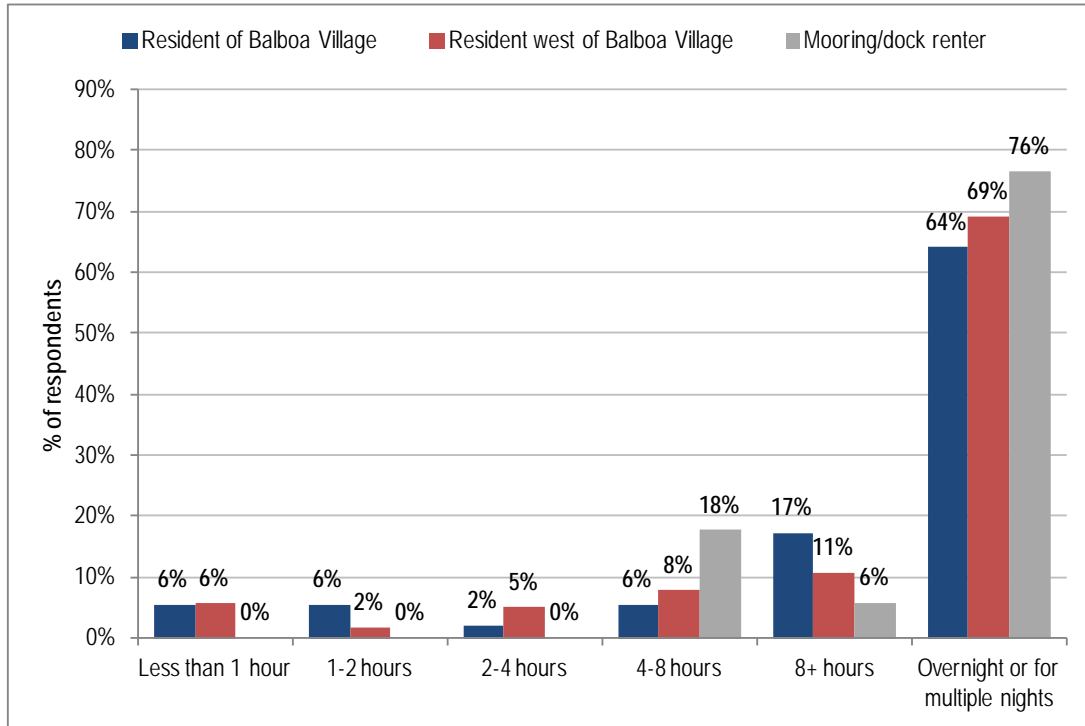
Survey respondents that identified themselves as residents of the area could pick one of three resident categories to further describe their place of residence. These included:

- Resident of Balboa Village
- Resident west of Balboa Village
- Mooring/dock renter⁷

As shown in Figure 30, most resident survey respondents, regardless of type, stayed parked overnight or for multiple nights during the survey period. Approximately 64% of Balboa Village residents, 69% of residents west of Balboa Village, and 76% or mooring/dock renters parked overnight or for multiple nights.

⁷ It should be noted that mooring/dock renters are group with residents for the purposes of this survey, even though not all of these individuals live on board their boats.

Figure 30 Resident Survey Respondents’ Length of Stay



N = 145 (resident of Balboa); 178 (resident west of Balboa); 17 (mooring/doc renter)

When asked about their reasons for parking on-street, resident responses did vary somewhat by resident type, as shown in Figure 31. Of respondents who identified as residents of Balboa Village, the highest portion (46%) chose not having a parking space at their residence as a reason for parking on-street. Of respondents who identified as residents living west of Balboa Village, the highest portion (46%) chose not having a parking space at their residence as a reason for parking on-street. Mooring/dock renter survey respondents park on-street for its convenience (27%), its ease (23%), and due to a reluctance to pay for parking (20%).

Figure 31 Resident Survey Respondents’ Reason for Parking On-Street

Answer	Resident of Balboa Village	Resident west of Balboa Village	Mooring/dock renter
I do not have a parking space at my residence for this vehicle	46%	46%	14%
I have a parking space at my residence, but I could not park there	11%	11%	0%
Most convenient location to my final destination	11%	14%	27%
Lack of available parking in the parking lots	0%	0%	7%
Uncomfortable leaving my vehicle in a parking lot	4%	3%	7%
I did not want to pay for parking	15%	9%	20%
I did not know where the public parking lots in Balboa Village are located	0%	0%	0%
On-street parking was readily available and easier to find	10%	11%	23%
I have a Blue Pole or Master Parking Permit	3%	6%	2%

N = 239 (resident of Balboa); 291 (resident west of Balboa); 44 (mooring/doc renter)

Visitors

Survey respondents that identified themselves as visitors to the area could pick one of four visitor categories to further describe their reason for coming and parking in the area. These included:

- Beach trip
- Catalina Flyer traveler
- Shopping, dining or other
- Other recreation

As shown in Figure 32, visitor length of stay varied by visitor type. Catalina Flyer travelers, as should be expected, all stayed parked either for 8+ hours (11%), or overnight/multiple nights (89%). Those visiting Balboa Village as part of a beach trip exhibited a more varied length of stay distribution, with 41% staying overnight or for multiple nights. Those coming to Balboa Village for a shopping or dining trip typically stayed for much shorter periods of time, with 79% of shopping/dining visitors responding that they stayed parked for less than four hours.

Figure 32 Visitor Survey Respondents' Length of Stay

Time Parked	Visitor (beach)	Visitor (Catalina Flyer)	Visitor (shopping, dining, etc.)	Visitor (other)
Less than 1 hour	6%	0%	16%	0%
1-2 hours	18%	0%	21%	20%
2-4 hours	18%	0%	42%	30%
4-8 hours	6%	0%	16%	0%
8+ hours	12%	11%	0%	10%
Overnight or for multiple nights	41%	89%	5%	40%

N = 17 (beach trip); 9 (Catalina Flyer traveler); 19 (shopping/dinning trip); 10 (other recreation)

As shown in Figure 33, beach trip visitors most often cited not wanting to pay for parking (35%), on-street parking being the most convenient to their final destination (29%), and on-street parking being readily available (19%) as their reasons for parking on-street. Conversely, Catalina Flyer travelers seem to be mostly influenced by on-street parking being free of charge, as 56% of Catalina Flyer traveler respondents cite not wanting to pay for parking as their reason for parking off-street. Visitors who came to Balboa Village for shopping and/or dining parked on-street because of its convenience (43%), it being free of charge (23%), and it being readily available (23%).

Figure 33 Visitor Survey Respondents' Reason for Parking On-Street

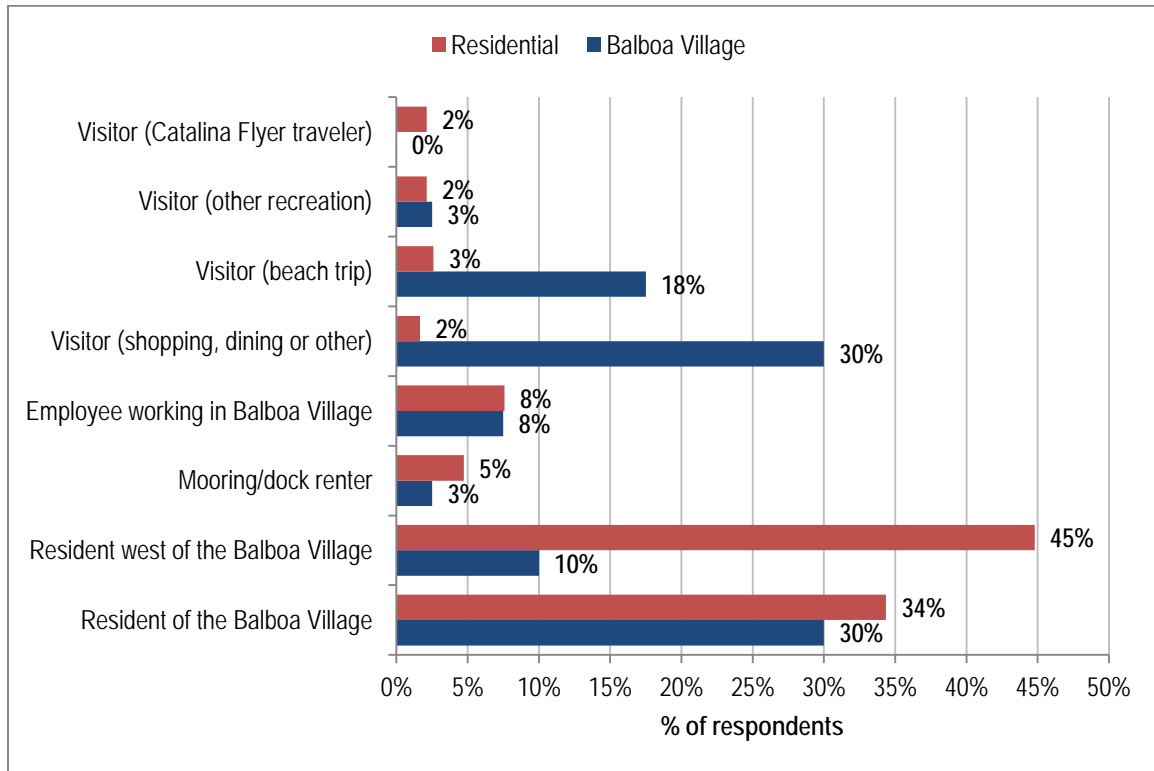
Answer	Visitor (beach)	Visitor (Catalina Flyer)	Visitor (shopping, dining, etc.)	Visitor (other)
I do not have a parking space at my residence for this vehicle	10%	0%	0%	0%
I have a parking space at my residence, but I could not park there	3%	0%	0%	0%
Most convenient location to my final destination	29%	19%	43%	30%
Lack of available parking in the parking lots	3%	0%	7%	0%
Uncomfortable leaving my vehicle in a parking lot	0%	0%	0%	10%
I did not want to pay for parking	35%	56%	23%	35%
I did not know where the public parking lots in Balboa Village are located	0%	6%	3%	5%
On-street parking was readily available and easier to find	19%	19%	23%	20%
I have a Blue Pole or Master Parking Permit	0%	0%	0%	0%

N = 31 (beach trip); 16 (Catalina Flyer traveler); 30 (shopping/dinning trip); 20 (other recreation)

Survey Responses by Sub-Area

Looking at the two study sub-areas, survey responses collected in the Balboa Village sub-area mostly identified as non-residents (60%), whereas those collected in the Residential sub-area mostly identified as residents (79%). Figure 34 shows the distribution of respondent type by sub-area.

Figure 34 Survey Respondent Type by Sub-Area



N = 40 (Balboa Village); 442 (Residential)

Length of stay also varied by sub-area; as shown in Figure 35, half of all responses collected in the Balboa Village sub-area (50%) represented vehicles that were parked for two hours or less. Conversely, in the Residential sub-area, a majority of respondents stayed parked for 8 hours or more (77%).

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City of Newport Beach

Figure 35 Survey Respondent Length of Stay by Sub-Area

Time Parked	Balboa Village	Residential
Less than 1 hour	26%	3%
1-2 hours	24%	4%
2-4 hours	16%	5%
4-8 hours	0%	10%
8+ hours	11%	15%
Overnight or for multiple nights	24%	62%

N = 38 (Balboa Village); 382 (Residential)

Finally, reported reasons for parking on-street also varied somewhat by sub-area. In Balboa Village, convenience (34%), a lack of parking at residence (17%), and free on-street parking (16%) were the most popular responses. In the residential sub-area, a lack of parking at residence (37%), free on-street parking (18%), and convenience (16%) were the most popular responses. Figure 36 shows all reported reasons for parking on-street by sub-area.

Figure 36 Survey Respondent Reasons for Parking On-Street by Sub-Area

Answer	Balboa Village	Residential
I do not have a parking space at my residence for this vehicle	17%	37%
I have a parking space at my residence, but I could not park there	3%	9%
Most convenient location to my final destination	34%	16%
Lack of available parking in the parking lots	5%	1%
Uncomfortable leaving my vehicle in a parking lot	2%	4%
I did not want to pay for parking	16%	18%
I did not know where the public parking lots in Balboa Village are located	2%	0%
On-street parking was readily available and easier to find	16%	13%
I have a Blue Pole or Master Parking Permit	6%	4%

N = 40 (Balboa Village); 442 (Residential)

Key Findings

The windshield survey effort yielded the following key findings:

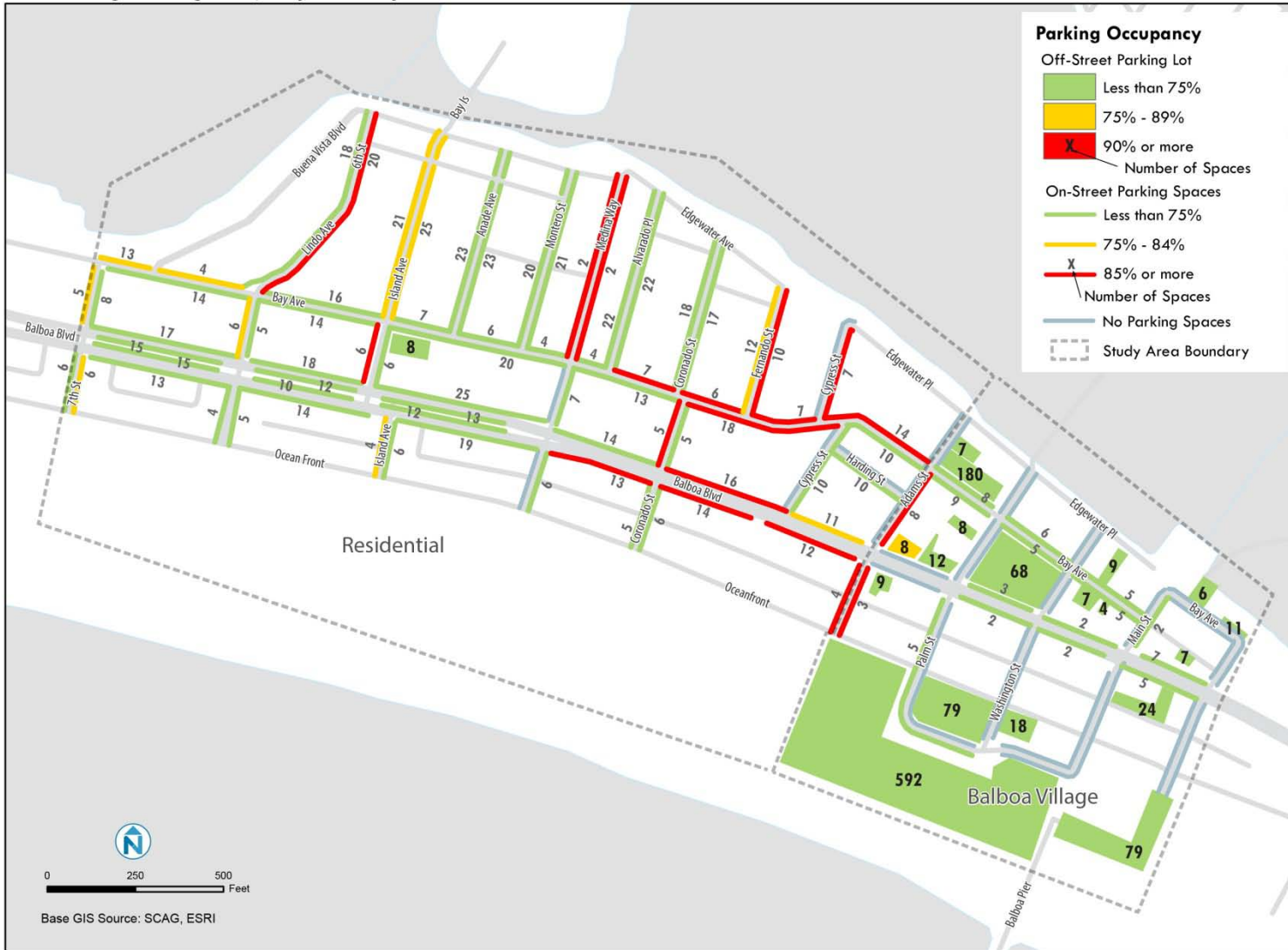
1. **Residents create a significant portion of the parking demand in Balboa Village.** The largest portion of survey responses came from residents who live west of Balboa Village (42%), followed those who reside within Balboa Village itself (34%). Approximately 8% of survey respondents are employees in the area, while the remaining 15% of respondents identified as one of four types of visitor. While it may very well be that residents were more inclined to fill out and return the surveys than visitors and/or employees, it is clear that many residents are parking on-street.
2. **A significant portion of the on-street parking supply in Balboa Village is used for longer term parking.** Most survey respondents were parked on-street overnight or for multiple nights (59%), while 15% reported that they had parked for eight hours. This held true across all respondent types: employees, residents, and visitors (except for visitors coming for shopping/dinning).
3. **Most are aware of the public off-street facilities in Balboa Village, but still choose to park on-street.** Over 90% of survey respondents were away of all public off-street facilities in the area.
4. **The general availability of free on-street parking seems to encourage high levels of on-street demand.** Approximately 28% of survey respondents said they did not want to pay for parking, electing instead to search for a free on-street space. Approximately 27% of respondents mentioned that the on-street space was the most convenient one to their destination, while 21% said the on-street parking was the easiest type of parking to find.
5. **A significant portion of resident survey respondents state that they do not have dedicated off-street parking.** Approximately 46% of residents in Balboa Village and to the west of Balboa Village do not have access to private off-street parking. It is unclear whether that lack of parking is due to physical limits or whether residents are using their garages or driveways for other purposes.
6. **Employees of Balboa Village seem open to the idea of an Employee Permit Program.** A total of 56% of employee survey respondents said they would be willing to pay a small annual parking fee if it guaranteed them a convenient off-street parking space, while 19% said they might be willing and 25% said they would not be willing.
7. **Catalina Flyer Visitors represent the visitor type with the longest length of stay.** All stayed parked either for 8+ hours (11%), or overnight/multiple nights (89%).

APPENDIX A

Parking Occupancy Maps

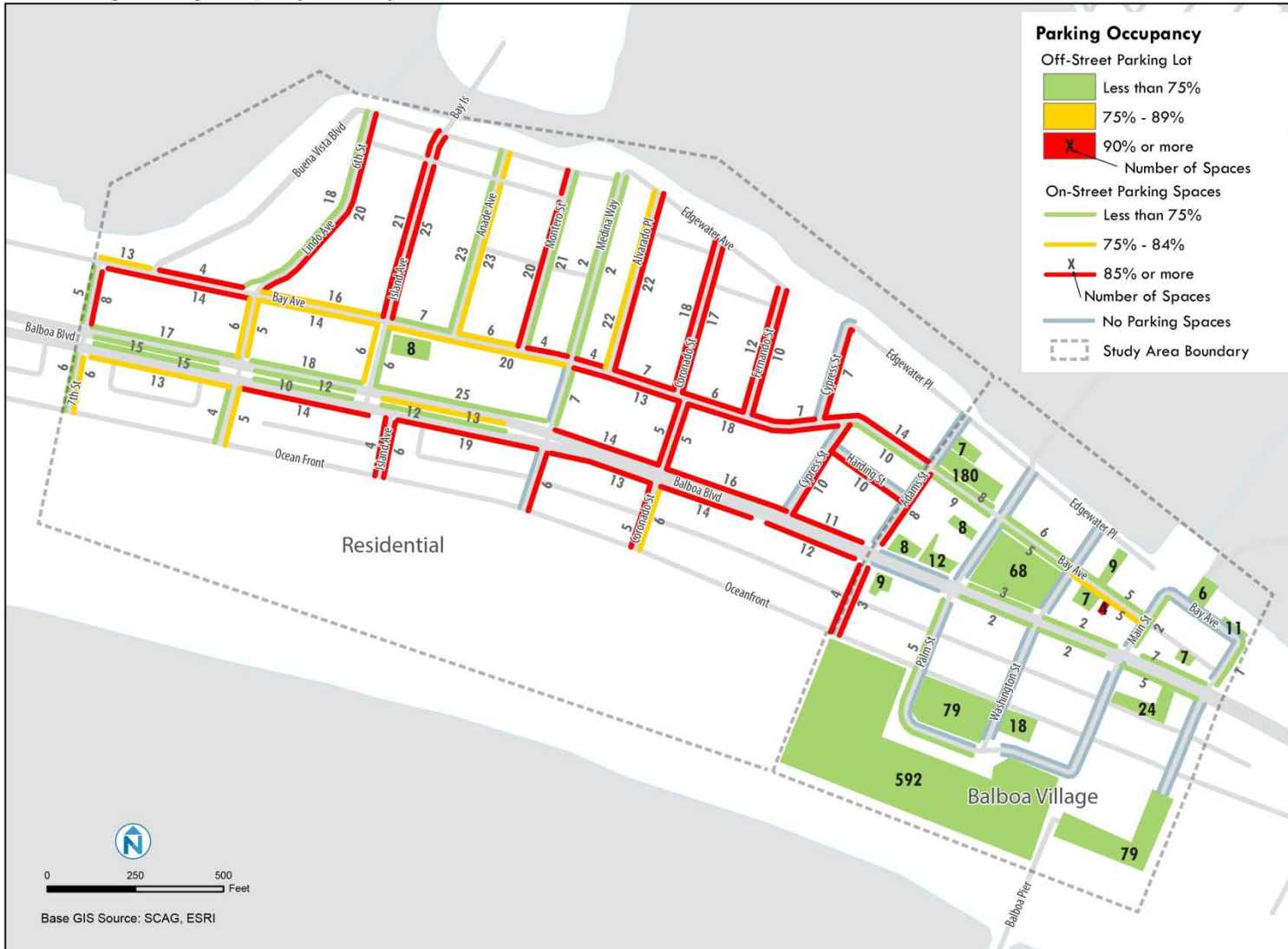
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City of Newport Beach

Figure 38 Study Area Occupancy, Thursday 10 AM to 12 PM



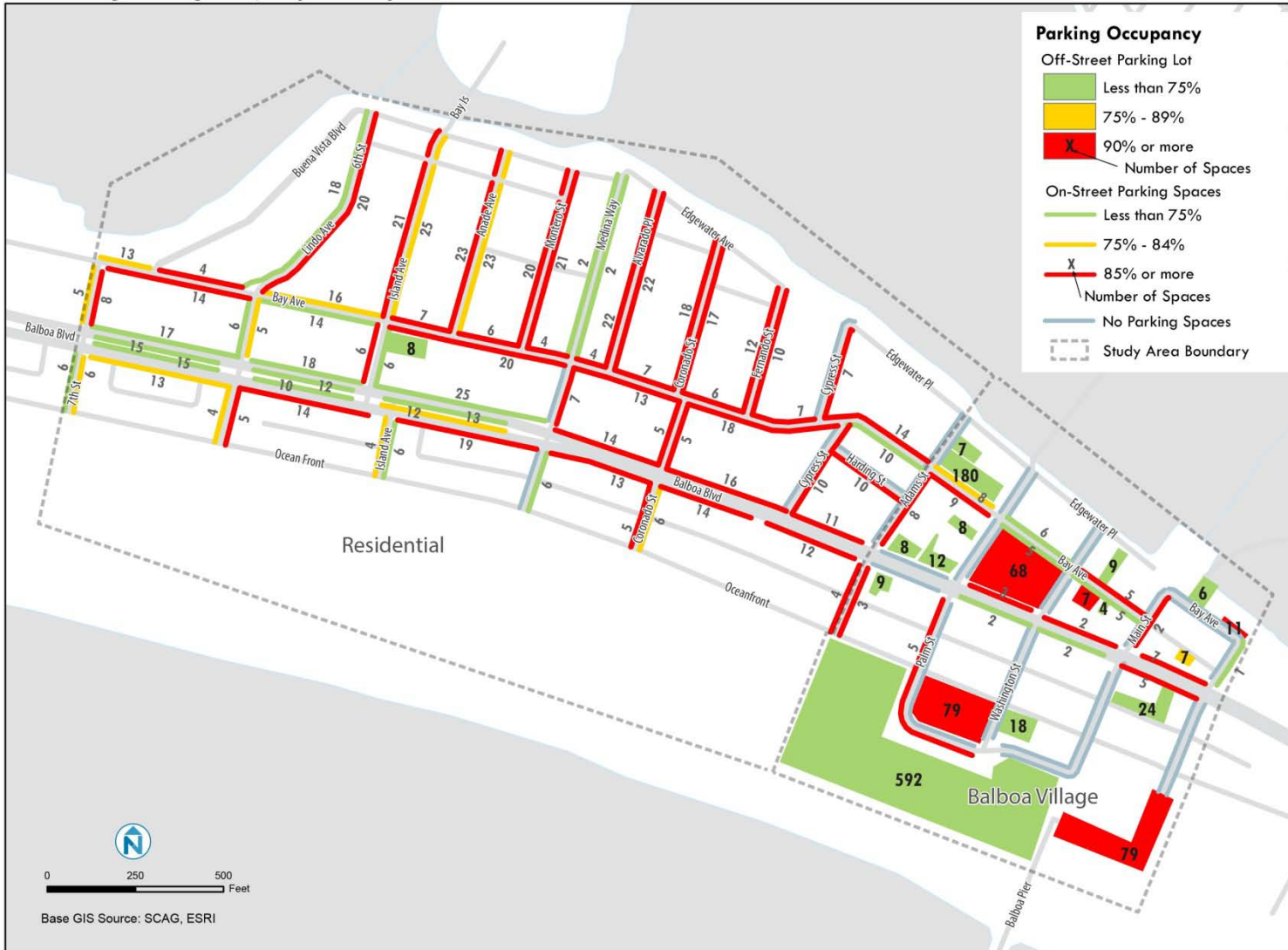
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Figure 44 Study Area Occupancy, Saturday 8 AM to 10 AM



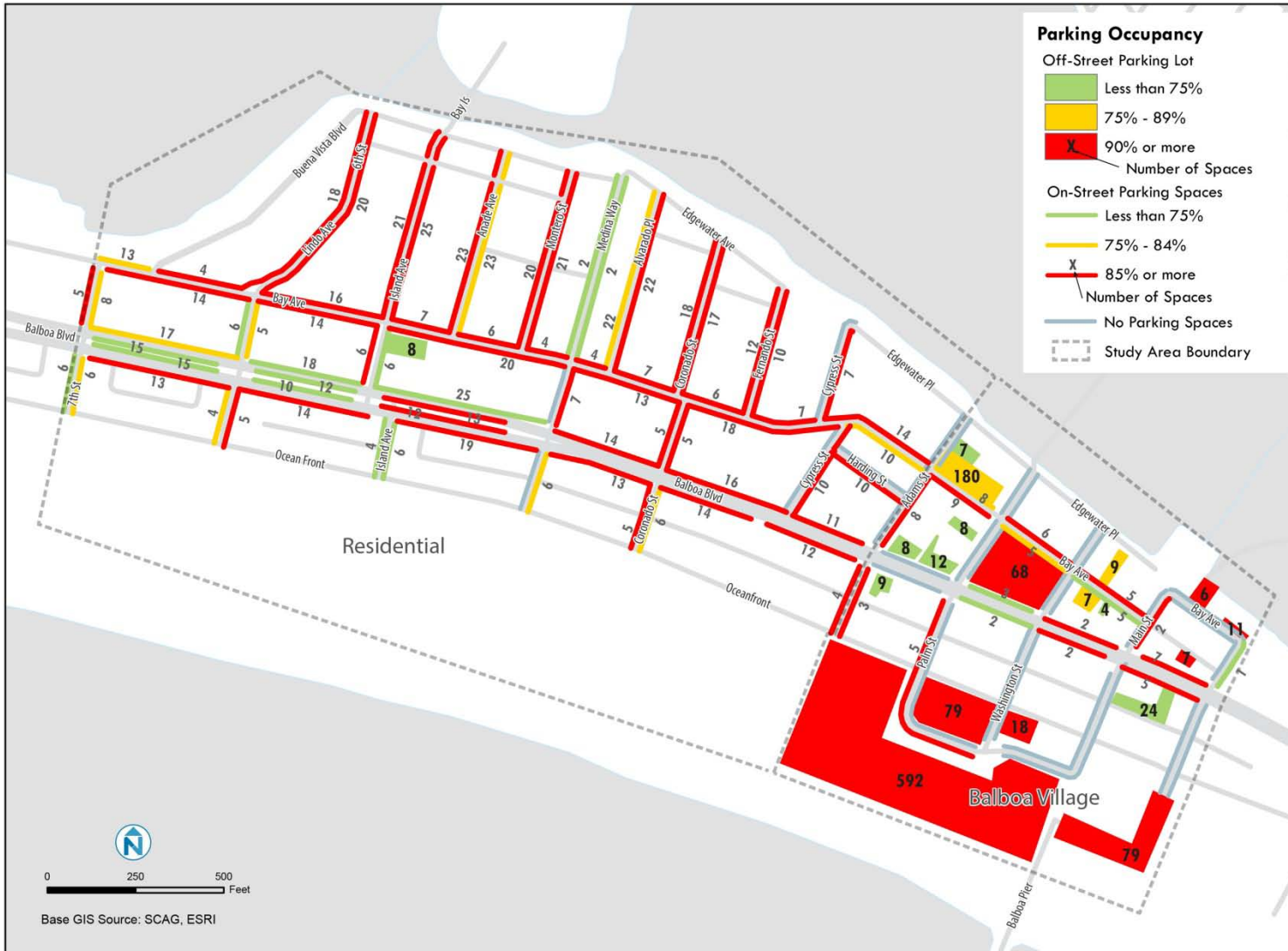
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Figure 46 Study Area Occupancy, Saturday 12 PM to 2 PM



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Figure 47 Study Area Occupancy, Saturday 2 PM to 4 PM



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Figure 48 Study Area Occupancy, Saturday 4 PM to 6 PM

