

# Long Beach Yacht Club

## Transportation Demand Management (TDM) Programs & Shared Parking Agreements

### Introduction

The Long Beach Yacht Club (LBYC) began in 1929 and has long been a cornerstone of our vibrant waterfront community. Sharing the City of Long Beach's vision for a sustainable future, the LBYC is proud to implement the provisions of Long Beach Municipal Code (LBMC) Chapter 21.26 through Transportation Demand Management (TDM) initiatives promoting alternative transportation options for our members and staff. Aligned with the City's policy and goals to reduce traffic congestion, improve air quality, and create a more environmentally conscious environment, the LBYC is committed to fostering a culture that embraces alternative ways of getting to and from the club. Through these efforts, we aim to not only enhance the member experience but also contribute to a healthier and more sustainable Long Beach for all.

### Background

The LBYC is proposing to remodel the club, including the addition of approximately 20,000 square feet to the existing facility. Please note that membership will not increase; membership will remain at its current capacity. The remodel is simply to modernize this 60-year-old structure making it more accessible, usable and safe. The LBYC sister yacht club in Marina Del Rey, built in roughly the same period, burned to the ground this past year, losing over 50 years of history. The remodel will bring the facility up to all applicable building, safety and fire codes.

In accordance with LBMC Section 21.26.030 (B)(1)(a) (Development Standards), the LBYC will not only meet but exceed the TDM requirements for nonresidential development of twenty-five thousand (25,000) square feet or more<sup>1</sup>. The LBYC maintains 72 gated parking spaces. Additionally, there are 46 members who lease boat slips from the Marine Bureau. Each of these members receives up to 4 parking permits per year to park in boat owner slips in the Marina. One boat owner parking permit per each of these

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<sup>1</sup> No TDM programs are required per the LBMC for additions less than 25,000 square feet. For improvements to existing facilities between 25,000 to 50,000 square feet the LBMC only requires that transportation information be displayed where the greatest number of employees are likely to see it.

46 members is proposed to be assigned to the LBYC's parking space availability, bringing dedicated parking to 118 spaces (72 gated plus the 46 boat slip spaces). These spaces and surrounding remodeled areas will be improved to implement TDM programs and strategies that will result in a more sustainable and efficient access to the LBYC for its employees, members and their visitors.

## TDM Programs and Strategies

### Baseline Condition

The Long Beach Yacht Club employs 94 employees. Fifty are full time employees and 44 are part time employees. There are primarily 2 daily shifts; 8 am to 4 pm with approximately 40 employees and 2 pm to 10 pm with approximately 54 employees.

The club membership is capped at 1,000 members, with membership vacancies that occur from time to time. There are no plans to increase its membership. A parking study recognized the club currently has many members who utilize TDM measures every day in visiting the club. Below are results from a current survey in which 76% (757) of club members participated.

- 24% of members live within ½ mile of the club
- The preferred method of transportation to the club during a nonevent:
  - Walk: 19%
  - Golf Cart: 6%
  - Bike: 9%
  - Rideshare (Uber/Lyft): 4%
  - Boat: 14%

Of the total members responding to the survey, **52%** utilize alternative forms transportation to and from the club.

- The preferred method of transportation to the club during a special event:
  - Walk: 10%
  - Golf Cart: 4%
  - Bike: 2%
  - Rideshare: 12%
  - Boat: 8%

Of the total members responding to the survey, **36%** utilize alternative forms transportation to and from the club.

- How do Members' Guests arrive to the club:
  - 31% carpool with Member

## Program No. 1, Boat Use

Many members have boats and would prefer to take their boat to the club especially during special events. The club will work with the Marine Bureau to secure additional space to park boats for members attending events and programs. Once the additional spaces are identified, the LBYC will establish a specific program to make certain their long dock is used as effectively as possible.

## Program No. 2, Bike Share and Electric Scooter Programs

- Work with the City to install a secured bike share station (with @ 10 bikes) near the club through coordination with the Public Works and Marine Bureau staff. The City's Bikeshare Program provides 700 bikes at 112 stations throughout the 52 sq mi City.
  - Provide information to LBYC employees about the City's 'Bikeshare For All' \$5 annual memberships for qualifying employees
  - Offer discounted Bikeshare memberships to LBYC employees: The current monthly bikeshare fee is \$120 and the club would pay a percentage of that for employee membership used to bike to work.
- An existing E-Scooter Share station is located nearby at Mother's Beach. There are over 1,000 electric scooters located throughout Long Beach with over 200 stations.
  - Provide information to LBYC employees about the City's E-Scooter programs for discounted \$5 per month memberships to qualifying employees
  - Offer discounted E-Scooter memberships to LBYC employees utilizing E-Scooters to get to work subsidizing a percentage of the scooter membership fee.
  - Establish a private E-Scooter secured area with charging for employees and members.

## Program No. 3, Programs and Incentives for Alternative Transportation for Employees:

- **Biking:** In addition to the informational material, the LBYC will encourage employees to ride personal bikes to work. Any employee riding a bike to work will have a secured area at the club to park the bike, access to showers and access to personal lockers.

- **Bike lanes:** The club will support efforts by the City for continuation of the existing bike lanes on Appian Way and surrounding streets near the club.
- **Buses:** Provide information to LBYC employees about Long Beach Transit discounted bus fares and passes to qualifying employees and offer to subsidize a percentage of that fee for employees utilizing bus transit to get to work.
- **Buses:** Provide subsidized transit passes to employees not qualifying for discounted rates on bus passes. The current annual bus pass fee for Long Beach Transit is \$360 per year. The club would pay a percentage of that for employees using bus transit to get to work
- **Carpool Schedules:** The General Manager will work with employees interested in carpooling to arrange shift schedules to facilitate carpooling.
- **Strategies:** Host at least one "Alternative Transit Day" similar to a Bike to Work event. Provide refreshments and other types of incentives for those not driving a car to work that day.
- **The Circuit:** The city offers a free Thursday to Sunday shuttle program called the Circuit servicing the Alamitos Bay and Belmont Shore area, which includes the LBYC. These are 5 passenger all electric shuttles accessed on demand via a mobile app, similar to Uber or Lyft. All employees would be educated regarding this free shuttle service.

#### Program No. 4, Programs and Incentives for Members and Guests for Events

- Increase golf cart parking near the club.
- Educate members how to secure space at LBYC's long dock if they are interested in taking a boat to events
- Identify loading and pick up areas for those utilizing Uber or Lyft
- Provide discounts on LBYC merchandise for guests or members arriving at events via Uber or Lyft.
- Provide information about the City's free shuttle service to all members and guests attending events. The free service, The Circuit, provides on demand rides within the Alamitos Bay and Belmont Shore area, including the LBYC. These are 5 passenger all electric shuttles accessed by a mobile app similar to Uber or Lyft. Shuttles run until 10pm on Friday and Saturday evenings.

#### Program No. 5, Education and Information:

- Develop and distribute informational materials highlighting the benefits of TDM and alternative transportation options.

- Promote existing public transportation options including bus routes and schedules, location of bikeshare and e-scooter stations, information on the availability of rideshare, and other alternative transportation modes.
- Install signage on-site with clear instructions for using alternative transportation options like bike share, rideshare, and carpool parking.
- For club employees a bulletin board display case could be installed where employees would see it every day featuring information, maps and telephone numbers for car pools, ride sharing, bicycle maps and other alternative transportation opportunities.
- Administrative staff will provide employees with a curated Transportation Alternative Program. The program will identify existing ridesharing programs used by LBYC employees and/or will identify bus routes to and from their residence. LBYC management staff will work with employees to coordinate work schedules to correspond with selected transportation program choices.

## **Benefits**

Implementing these TDM strategies will benefit the LBYC, its members, staff, and the surrounding community by:

- Reducing traffic congestion around the yacht club.
- Lowering parking demand.
- Improving air quality.
- Promoting a culture of health and wellness among members and staff.
- Highlighting the LBYC's commitment to environmental sustainability.

## **Shared Parking Agreements**

To plan for situations where parking demand could exceed parking availability the LBYC has secured two distinct shared parking agreements, one with the City's Marine Bureau (its' landlord) and with the nearby private commercial center, PCH & 2ND.

- **Marine Bureau**
  - In the Alamos Bay area, the Marine Bureau maintains and manages no less than 8 parking lots in the vicinity of the LBYC (Basins 1, 2, 3, 4, Sea Scout Lot, Marine Stadium and two boat launch lots). Due to the relationship between the Marine Bureau and the LBYC the Bureau has, and will continue to, provide leased parking spaces for events exceeding capacity, if space is available. Space available in Lot 4 and the Sea Scout

lot would enable guests to walk to the club while other lots would require shuttle service.

- Attached is copy of permit issued by the Marine Bureau to the LBYC for leased parking at a recent event.

- **2<sup>ND</sup> & PCH**

- In the event the Marine Bureau does not have parking available to lease, the LBYC has secured a private parking agreement with the nearby PCH & 2ND retail center to lease up to 75 spaces on the top of its rooftop parking garage at the east end of its center. A loading area would be designated at the center as well as a drop off area at the LBYC. The club also owns a large electric duffy passenger boat which could also be used to shuttle guests from the center.
- Attached is a copy of a draft agreement between the management of the 2<sup>ND</sup> & PCH center and the LBYC for shared parking.