



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Tell and Members of the City Council

THROUGH: David N. Carmany, City Manager

FROM: Richard Gill, Parks & Recreation Director
Idris Jassim Al-Oboudi, Recreation Services Manager
Gina Allen, Recreation Services Manager
Jessica Vincent, Recreation Supervisor

DATE: October 18, 2011

SUBJECT: Discussion of Sand Dune Park Operations, and Consideration of an Additional Reservation Time Slot; Approval of the Installation of Permanent Fencing for the Top and Bottom of the Sand Dune at a Cost of \$50,000, Approval of Permanent Signage at a Cost of \$5,000 and Appropriate \$55,000 from the Capital Improvement Project Funds.

RECOMMENDATION:

Staff recommends that City Council:

1. Receive a report on the operation of the Sand Dune at Sand Dune Park and add one additional 12:30 p.m. time slot for reservations.
2. Approve the installation of a 6-foot high vinyl coated chain link fence for the top and bottom of the Sand Dune and permanent signage at the park.
3. Appropriate \$55,000 from the CIP fund.

FISCAL IMPLICATION:

The cost of a 6-foot vinyl coated chain link fence for the top and bottom of the Sand Dune is \$50,000, and the cost of the recommended signage is \$5,000. These expenditures are not budgeted in fiscal year 2011-2012. Therefore, if approved, an appropriation of \$55,000 from the CIP fund will be necessary.

The current signage at Sand Dune Park does not include the reservation policy; therefore, Staff recommends replacing eight existing signs with new signage to include updated hours of operation and the reservation policy at an estimate cost of \$5,000.

The current direct annual costs for Sand Dune reservation operations are:

- Staffing: \$38,600 annually
- Fence Rental: \$334 annually
- Sand Replenishment: \$3,500/replenishment

BACKGROUND:

During the City Council meeting on May 3, 2011, Staff presented an overview of Sand Dune operations for the first six months of utilizing the reservation system and presented possible fencing options for the Sand Dune. City Council recommended no changes and asked Staff to report back to City Council after one full year of operations.

As approved by City Council, the reservation system permits reservations Monday through Friday and Saturday mornings for a maximum of 20 people per reservation time slot. Each time slot is one hour with a half hour gap in between each time slot (allowing people to leave the area before the next reservation group arrives). Reservations are only permitted during the daylight hours. The following is the reservation schedule approved by City Council:

- April through September (summer): 8:00 a.m., 9:30 a.m., 11:00 a.m., 3:00 p.m., 4:30 p.m., and 6:00 p.m.
- October and February: 8:00 a.m., 9:30 a.m., 11:00 a.m., 3:00 p.m., and 4:30 p.m.
- November through January: 8:00 a.m., 9:30 a.m., 11:00 a.m., and 3:00 p.m.

On Saturdays, reservations are available only in the morning hours at 8:00 a.m., 9:30 a.m., and 11:00 a.m. On Sundays, the Sand Dune is only open for children ages 12 years and younger.

Children ages 12 years and younger are permitted unlimited access when the Sand Dune is open. Children, ages 5 years and younger, may be accompanied by their parents up to the halfway point on the Sand Dune (using only the family play area) which is marked with cones.

Reservations may only be made online up to 14 days in advance and up to one minute before the reservation time, if available. Prior to entering the Sand Dune, the participant must:

- Print out their reservation receipt and provide the receipt to the Sand Dune Monitor. Participants are not permitted on the Sand Dune without their reservation receipt.
- Pay the Sand Dune Monitor the \$1.00 reservation fee.
- Sign in.
- Adhere to Sand Dune policies.

To avoid false reservations, a “no show cancellation” policy was created. Sand Dune users are given three no show opportunities before their accounts are suspended for one year. After each no show, participants are contacted with a letter explaining the consequences of not properly cancelling their reservation.

As can be seen on Attachment A, Staff is continuing to see a significant decrease in the number of people using Sand Dune Park and in the surrounding neighborhood since the inception of the

reservation system. Below is a table showing the number of reservations since the Sand Dune reopened in August 2010:

Month	# of Reservations
August, 2010	2,155
September, 2010	1,503
October, 2010	835
November, 2010	797
December, 2010	517
January, 2011	861
February, 2011	775
March, 2011	844
April, 2011	1,214
May, 2011	1,136
June, 2011	1,452
July, 2011	1,572
August, 2011	1,502
September, 2011	949

Miscellaneous Statistics:

- 36,460 possible reservation slots available (August 2010 – September 2011)
- 16,112 reservations total
- 2,664 no shows have been recorded (person failed to attend reservation without notifying staff)
- The Sand Dune is being used at 45% of its maximum reservation capacity
- 15% of Sand Dune users are residents and 85% are non-residents

DISCUSSION:

Since the reopening of the Sand Dune in August 2010 with the reservation system in place, Staff has observed:

- Dramatic decrease in traffic/parking/congestion problems on Bell Avenue, as shown from the statistical data compiled by Staff. Prior to the Sand Dune closure in August 2009, Staff accounted for an average of 331 cars parked on Bell Avenue in July 2009 (total cars on Bell Avenue in July 2009 = 10,280 in 31 days). In July 2011, Staff accounted for an average of 113 cars parked on Bell Avenue (total cars on Bell Avenue in July 2011 = 3,482 in 31 days).
- Dramatic decrease in residential complaints to City Staff and Sand Dune Monitors due to the significant decrease in noise associated with car stereos and people shouting and/or screaming.
- Dramatic decrease in trash (socks, water bottles, etc.) in the neighborhood and park.

- Dramatic decrease in the number of sand replenishments and the costs, noise, and pollution associated with each replenishment. (We have gone from eight replenishments annually to one.)
- Dramatic decrease in the number of complaints from the neighbors surrounding the park.
- Dramatic decrease in the number of park rules violations as shown through a decrease in the number of incident/accident reports completed and submitted to the Risk Manager.

During the past year, Staff has received the following requests from the users of the Sand Dune:

- *Add a time slot for the lunch crowd Monday through Friday.* Staff recommends adding a 12:30 – 1:30 time slot. The goal presented to City Council prior to reopening the Sand Dune was to limit usage through a reservation system so that no more than two sand replenishments per year occur. Because of the heavy usage prior to the reservation system, Staff had been replenishing the sand eight times annually. Since only one replenishment occurred in the first 12 months, and the goal was two replenishments per year, Staff believes that adding a 12:30 time slot would not have much of an effect on sand replenishments or negatively impact the neighborhood, and would assist those working in Manhattan Beach and wishing to use the Sand Dune an opportunity to do so.
- *Allow electronic reservation verifications on site.* Staff does not recommend this at this time, since wireless access is very limited at Sand Dune Park and the totality of the information required for reporting and ensuring reservations does not exist on all mobile devices.
- *Replace the fence with one that is more aesthetically pleasing.* Staff recommends replacing the existing fence at the top and bottom only with a black chain link fence that is more durable and aesthetically pleasing and continue to rent on the north and south sides.
- *Remove the fence completely.* Staff does not support this recommendation as a fence provides an access point and ensures control of the use of the Sand Dune when the park is closed.
- *Allow more people per reservation time slot.* Staff has not seen a demand to allow more people to use the Sand Dune per reservation and does not recommend this since the number of cars on Bell Avenue and the neighborhood would increase with additional usage of the Sand Dune.

Fencing

Staff recommends installation of new six-foot-high chain link fencing to replace the deteriorated rental fencing at the top and bottom of the Dune as shown in Figure F-1. The existing rental fencing would remain on the north and south sides of the Dune. This fence arrangement would control access to the Dune and continue to protect the endangered plant habitat on the Dune’s north flank. Chain link fencing is preferred due to its low cost, durability and easy maintenance.



Figure F-1



Proposed Chain Link Fence

Fence Cost

The estimated cost of the recommended chain link fence for the top and bottom of the Dune is \$42,000 as shown in the table below. If City Council elects to proceed with a fence according to staff’s recommendation, it is recommended that \$50,000 be appropriated from CIP Funds to provide for construction and contingency.

<u>Fence Recommendation</u>									
Type of Fence	Height	Cost/ft	South	Top	Bottom	North	Gates	Total	
			220'	250'	270'	280'			1020'
2" Chain link	6'	\$70	-	\$18,000	\$19,000	-	\$5,000		\$42,000

CONCLUSION:

In summation, Staff believes the reservation system has been very effective in eliminating the problems that were occurring in the park and neighborhood as reported to City Council over the last 11 years. Other than adding a 12:30 p.m. time slot for reservation Monday through Friday and a nicer fence at the top and bottom of the Sand dune, Staff does not recommend any other changes at this time. Staff will continue to monitor the Sand Dune, neighborhood and reservation system and should the status change in the future, Staff will report back to City Council.

Attachment A: Sand Dune Attendance Report

ATTACHMENT A

Sand Dune Park & Sand Dune Hill Attendance Records as of September 21, 2011

Dune Only Attendance Records

	2000	2001	2002	2003	2004*	2005	2006	2007	2008	2009	2010	2011
January	1850	1650	2095	3180	1550	2220	3330	3415	4100	3674	0	1497
February	1600	920	1770	2725	1210	2340	2940	3200	4528	3494	0	1313
March	1600	1685	2580	2600	1490	2500	2660	3215	5956	6029	0	1763
April	1250	2100	2770	2790	1770	4030	4500	4750	3955	3981	0	2038
May	1550	2300	3190	3050	1510	4600	3950	4603	4842	3937	0	1502
June	1850	2515	3140	3700	3170	4860	4370	4524	4082	3964	0	2407
July	2000	2975	1730	4610	3720	5390	5175	5175	5959	5268	0	3234
August	3375	3155	3530	4240	3653	5800	5230	5230	6319	5968	4168	3897
September	2975	2510	2490	2380	2500	3960	3960	4728	5286	0	2678	
October	2300	2340	2520	2260	2400	2880	2943	3000	4276	0	1846	
November	1650	1980	2010	980	3100	2660	2943	1118	4021	0	1444	
December	1450	1380	1830	660	2490	2460	2534	2603	3932	0	1106	
Total	23450	25510	29655	33175	28563	43700	44535	45561	57256	30347	13252	

Gross Totals for Sand Dune Park & Sand Dune Hill

	2000	2001	2002	2003	2004*	2005	2006	2007	2008	2009	2010	2011
January	1850	4650	6365	7580	3490	4370	8270	8374	9848	8418	1668	3141
February	1600	2665	5885	8405	2790	6350	7230	7900	10678	8111	1576	3427
March	1600	4985	7730	9500	3530	6500	6920	8543	13785	13725	2161	3906
April	4120	5975	7290	9870	4550	10480	11030	11450	12799	10054	1961	5983
May	4620	7320	9440	10600	4010	10900	9865	11436	10817	9662	1633	6385
June	5620	8030	9720	12580	7700	12120	10660	11058	10055	9892	1863	6738
July	6915	9465	7380	14550	8880	13280	12090	12090	13812	13171	2524	6716
August	8975	8910	11860	13090	12153	14080	12560	12560	15013	13246	7905	8280
September	7780	7760	9630	7750	6200	10030	9680	11178	12224	1823	5860	
October	6950	7080	8210	7530	5700	7365	7631	7800	10107	1470	6942	
November	4850	5920	6730	3050	8290	6770	7554	5136	9865	1940	5401	
December	5420	4590	6830	2040	6420	6350	6383	6206	8794	1309	3003	
Total	60300	77350	97070	106545	73713	108595	109873	113731	137797	73033	65696	

Numbers in **BLUE** dune Closed for 11 days in July 2002 and in May 2004 and Sept. 2009-July 2010 for park violations.

Numbers in **ORANGE** are when new Dune Reservation Policy began August 2, 2010.

Numbers in **GREEN** staff hours reduced beginning July 2003 to help fund the new park ranger position.

Numbers in **Red** are what was reported however we have no back up documentation for it (RECORD DELETED)

Numbers in **TURQUOISE** are numbers reported with new items as of Aug 2010 (South Grass Area and Picnic Shelter)

Numbers in **PURPLE** adjacent to total numbers are the number of cars parked on Bell Ave. for the month.

ATTACHMENT A