



An Exploratory Study of Parking in the Rosemont Housing Development

Sociology 361 - Qualitative Methods in Sociology
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Sociology 361 – Qualitative Methods in Sociology



EXECUTIVE SUMMARY

Introduction

During the fall semester 2017, a Qualitative Methods in Sociology class at California State University San Marcos (CSUSM) partnered with the City of San Marcos and Democracy In Action through the University's Office of Community Engagement to conduct an exploratory study of parking in San Marcos' Rosemont neighborhood. Thirty-four undergraduate students collaborated on this multi-faceted research project to better understand long-standing parking issues in the Rosemont development, a residential neighborhood not far from campus. The following research questions guided our work:

- What is the problem?
- Who is involved?
- What expectations do stakeholders have about parking?
- How do those involved understand the origins and nature of the problem?
- What is being done in other locations to address similar challenges? What are some solutions that may be effective in San Marcos to address this particular set of challenges?

Methods

We employed the following qualitative methods with the groups listed:

In-depth Interviews (n=28)

- Rosemont residents, including 3 HOA Board members (n=11)
- Representatives of Businesses on Industrial Avenue (n=3)
- CSUSM parking officials (n=2)
- CSUSM students (n=4)
- Palomar parking officials (n=1)
- Campus Pointe II employee (n=1)
- 850 Crest Apartment Homes resident (n=1)
- City of San Marcos officials (n=5)

Focus Groups (n=7)

CSUSM students (n=3, 4)

And the following quantitative methods:

Surveys (n=50)

Non-resident parkers (n=27)

850 Crest Apartment Homes residents (n=9)

Tesoro construction workers (n=14)

Findings

What is the parking problem in Rosemont?

The parking issue in Rosemont is characterized by the residents we interviewed (n=11) as a serious problem which has been building for over 10 years. Residents report that they deal with limited parking, trash, unsafe driving, strangers in their neighborhood, and noise. Residents feel frustrated that the City has not taken action to resolve the problem.

Those representing the City (n=5) felt Rosemont residents’ concerns should be addressed but were not able to substantiate all of their claims.

Who is actually involved?

Forty-eight percent of non-resident parkers (n=27) in Rosemont told us they park there because parking on campus is expensive and/or space is limited. An additional 48 percent reported that they park in Rosemont because parking is limited or too expensive in their apartment complexes. All of those surveyed in a nearby apartment complex (n=9) said they regularly park on Village Drive or surrounding streets because parking in the complex is limited. Though our survey response rate for Campus Pointe II employees was low, we were told anecdotally in an interview and in conversations that employees commonly park in Rosemont. None of the Tesoro construction workers surveyed reported that they park in the neighborhood (n=14).

Our data leads us to conclude that the majority of non-resident parkers are students and apartment dwellers (who, in some cases, are also students) and secondarily, employees from Campus Pointe II.

How do those involved understand the origins and nature of the parking problem?

Residents feel that the problem originates from students, apartment inhabitants, and Campus Pointe II employees using their neighborhood as a parking lot and from poor City planning. They are increasingly aggravated about the appearance of their neighborhood, what they perceive of as lack of respect for their community and their property, safety concerns, inconveniences, and limited parking,

Campus community: Some students find it difficult to pay for and/or find parking on campus which leads them to park off campus in surrounding neighborhoods. A CSUSM parking permit costs \$338 per semester. It is worth noting that a recent study found that approximately 50 percent of CSUSM students dealt with issues of food insecurity. CSUSM officials must work with the bureaucracy of the California State University System which results in limited local control of parking and high permit prices on campus.

Those from the surrounding community, which includes Campus Pointe II and the nearby apartments and condominiums, told us that parking was very limited where they worked or lived and that they must regularly look for parking on Village Drive and the surrounding areas.

What are stakeholders’ expectations regarding parking in Rosemont?

Residents expect that parking in the Rosemont neighborhood should be available primarily for residents and their guests and, at the very least, the street should not be used for long-term or commuting purposes. Working with the City, they expect to find a permanent solution to the problem, preferably in the form of a parking permit program. The neighborhood also hopes to work with the University to solve the parking issues.

Campus Community: Our data from student interviews (n=5), student focus groups (n=7), and non-resident parker surveys (n=27) revealed that some students are willing to park off campus to save money and avoid the hassle of finding parking on campus while others do not want to be bothered with the trouble and/or do not need to exercise the option.

Data from the **surrounding community** (non-resident parker surveys (n=27), an in-depth interview (n=1) and surveys with Crest 850 Apartment Homes inhabitants (n=9), and an in-depth interview with a Campus Pointe II employee (n=1)) demonstrates that, while the surrounding community understands Rosemont’s frustration, given the limited parking employees and apartment dwellers deal with on a daily basis, they feel they have no choice but to use the public parking the neighborhood provides.

What are some solutions that may be effective in San Marcos to address this particular set of challenges?

Our conversations with parking officials at other educational institutions, a city planner from northern California, and the director of the local transit district, combined with online research, brought the following possible solutions to our attention:

What can the City do?

- Create a parking permit program in Rosemont
- Establish park-and-ride lots with shuttles for Campus Pointe II employees and patrons and others who frequent the area
- Time limit parking in Rosemont
- Install trash receptacles in Rosemont
- Publicize existing public transportation

What can the University do?

- Establish more metered parking
- Lower the cost of parking
- Include parking permits in the financial aid package
- Create park-and-walk lots
- Build another parking structure
- Rent an off-site lot and shuttle students to campus

Conclusion and future steps

We found diversity of opinion across stakeholders. Basic agreement exists about the origins of the problem in Rosemont but parties disagree about the extent and nature of the problem and what should be done to resolve it.

Our findings show that the problem is multi-faceted and needs to be approached on a number of fronts – at the University, in the surrounding community, and in the Rosemont neighborhood.

We suggest 1) exploring solutions for easing the parking issues at Campus Ponte II and in the nearby apartment complexes and 2) establishing a partnership between the University and the City to implement some of the

solutions discussed in this report, 3) further exploring a permit program and time-limited parking in Rosemont, and 4) moving forward with solutions in a timely manner as the problem will only become more complicated as the City and University grow.

Introduction

By Lisa Tomei

During fall 2017, Qualitative Methods in Sociology students at California State University San Marcos (CSUSM), supervised by Professor Jill Weigt, partnered with the City of San Marcos and Democracy In Action through the University's Office of Community Engagement to conduct an exploratory study of parking in San Marcos' Rosemont neighborhood.

The Rosemont Development is home to approximately 200 residents. Bordered by Twin Oaks Valley Road to the east and Village Drive to the south, the neighborhood lies within the Barham/Discovery Hills Community, less than a mile from the CSUSM campus. CSUSM groundbreaking occurred in 1990 and the Rosemont development was completed in 2005. Almost immediately after moving in, residents filed complaints about non-residents parking on the streets of their neighborhood. Over the years, as the area has become busier and more populated and the University has expanded, residents' concerns have grown. Residents now report speeding, noise, litter, and the presence of strangers in their neighborhood as common and pressing problems.

This study uses in-depth interviewing, focus groups, and surveys to examine multiple perspectives to better understand the parking issues in the Rosemont neighborhood. Before the semester began, the course professor collaborated with Dahvia Lynch, Development Services Director for the City of San Marcos, to develop research questions to guide the project. These questions included:

- What is the problem?
- Who is involved?
- How do those involved understand the origins and nature of the problem?
- What expectations do stakeholders have about parking?
- How have other locations with similar issues successfully solved their parking issues? Which of these would be the best fit for the City's challenges?

These questions also structure this report, in which we 1) detail the research methods used, 2) give an overview of the parking problem in Rosemont from the perspective of the residents and the City, 3) discuss our conclusions about who the non-resident parkers are, 4) discuss how the multiple parties involved understand the origins and nature of the problem and the expectations for parking in Rosemont that the residents, campus community and surrounding community have, and 5) offer possible solutions based on our own findings and research on how other communities have dealt with similar issues.



Map of the Rosemont Development, City of San Marcos

Methods

By Bree Pasefika and Jazmin Solorio

During the fall semester 2017, Professor Jill Weigt's Qualitative Methods in Sociology course partnered with the City of San Marcos through CSUSM Community Engagement's Democracy In Action project. Dahvia Lynch, Development Services Director for the City of San Marcos, and Jill Weigt, Professor of Sociology and Social Sciences at CSUSM, collaboratively drew up a set of research questions suited to the Rosemont parking issue which could be addressed by qualitative research methods. The following research questions guided our work and structure this report:

- What is the problem?
- Who is involved?
- What expectations do stakeholders have about parking?
- How do those involved understand the origins and nature of the problem?

Findings detailed in this report rely primarily on qualitative research methods. Qualitative methods allow researchers to gain in-depth information through data collection, to understand social processes in context and to examine social phenomena intensively (Esterberg, 2002). Rather than testing hypotheses, qualitative research uses inductive reasoning which means researchers gather the data first before linking the data to theories.

Because qualitative methods help us to reflect the social world in a specific time and place, qualitative researchers do not focus on the generalizability of their findings; rather, our findings point to common patterns in social interaction and social life (Warren and Karner, 2010). Our study findings cannot be generalized from this sample to the greater population, as with quantitative research, but they can give us insights into similar situations in similar areas and they can help us to better understand the particular corner of the world that we are studying. Furthermore, the validity of qualitative research is represented in the account that the study depicts the truth about the setting and situation, "as the [researchers] has come to know it" (Warren and Karner, 2010:8). Qualitative research is based on the interpretation of the data by the researcher whose goal is to portray the lifestyle of the people and settings they are studying as accurately and objectively as possible. We judge qualitative research to be reliable if different researchers can come to the same conclusions when examining the same data (Warren and Karner, 2010). However, since qualitative epistemology starts from the assumption that social actors construct their social worlds in a given time and place, it can be nearly impossible to replicate the data (Warren and Karner, 2010). Therefore, reliability is based on "the degree to which there is consistency in the research process" (Angrosino 2007:124, cited in Warren and Karner, 2010:8).

This study was designed to be exploratory in order to give the City and the Rosemont development more solid leads from which to base future research or actions. Given the very small sample sizes of some of the groups with whom we spoke and our sampling methods (we primarily used convenience sampling), we make no claims that our data represents the perspective of each group we interviewed, nor that our findings are generalizable; our only claim is that we have expanded understandings of the problem, the ways it has affected the neighborhood and other stakeholders, and the ways we can think about solving it.

Qualitative Data Collection

Our findings rely on data collected in the following ways:

In-depth Interviews and Focus Groups: Each student in the class conducted one in-depth interview or teamed up to conduct a focus group. These interviews took place in various locations such as at respondents' homes, in offices and restaurants. Students interviewed eight residents of Rosemont, plus three members of the Homeowners' Association Board and four officials from the City of San Marcos familiar with the parking situation in Rosemont. Additionally, we interviewed two CSUSM parking officials and one Palomar College parking official. Both the City of San Marcos officials and the CSUSM parking official were interviewed to better understand the problem, its severity, and possible solutions. The Palomar parking official was interviewed because Palomar College and its surrounding neighborhoods faced similar issues in recent history. Five CSUSM students were

interviewed to gain insight into their personal experiences with parking on and off campus. To explore possible parking issues in the area and parking trends, we interviewed one employee of Campus Pointe II and one resident of 850 Crest Apartment Homes. We also interviewed three representatives from businesses on or near Industrial Avenue in San Marcos near campus to better understand the issues they had experienced with students parking in the area and how those issues were resolved. Four City of San Marcos officials familiar with the issues in the neighborhood were recommended by the Director of Development Services and interviewed for the City’s perspective. Two with the same position were interviewed together. The Director of Development Services was also interviewed for a total of five interviews. Most of our interviews were solicited via convenience sample; that is, we interviewed those we had access to who agreed to be interviewed. Residents were recruited via a flier (see Appendix) which was posted near community mailboxes and sent electronically to residents; those interested in the study then contacted our professor to schedule an interview. HOA Board Members were recruited through the Board president. Finally, we conducted two focus groups with CSUSM students (n = 4 and 3) who were recruited via fliers posted around campus.

Interviews ranged from 6 to 20 minutes long. To meet pedagogical objectives for the course (to ensure each student had opportunities to interview and complete other tasks), we had to redesign our project during the process of collecting data. We intended to interview more of certain groups (for example, residents) and had to adjust accordingly to ensure each class member had an interview to conduct. Each interview was recorded and transcribed verbatim by the student interviewing the individual in question. Interview questions for each group interviewed were written by the students and are available in the Appendix.

Group	N=	Data Collection Method
Rosemont Residents	8	In-depth interviews
Board members, Rosemont HOA	3	In-depth interviews
Businesses on Industrial Avenue	3	In-depth interviews
City of San Marcos Officials	4	In-depth interviews
Students	4 3 & 4	In-depth interviews Focus groups (2 groups)
CSUSM Parking Officials	2 ¹	In-depth interviews
Palomar Parking Official	1	In-depth interview
Campus Pointe II Employee	1	In-depth interview
City of San Marcos Officials	5 ²	In-depth interviews
850 Crest Apartment Homes Resident	1	In-depth interview
	9	Surveys
Non-resident Parkers	27	Surveys
Tesoro Construction Workers	14	Surveys
Total	32 7 50	In-depth interviews Focus groups Surveys

¹ One of these interviews was not transcribed

² These five officials were interviewed in four interviews

Quantitative Data Collection

We used some data collection techniques commonly associated with quantitative research to bolster our exploratory, qualitative data. These included:

Surveys of those who live and work in the area: We distributed questionnaires written by students to Tesoro construction workers, 850 Crest Apartment Home residents, and Campus Pointe II employees. All three sites have limited parking and are in close proximity to the Rosemont area.

Questions (available in the Appendix) were based on specific criteria important to our study, including where respondents park, their experiences with parking in the area, issues with parking, and suggestions for solutions to the area's parking issues.

Fifty questionnaires were distributed to the managers of three businesses at Campus Pointe II. In the case of one business, only two surveys were completed by employees because the manager stated that they stopped distributing the surveys when all the employees agreed that there was a parking problem in the area. The manager of another business declined to participate because they feared the findings would bring sanctions on their employees. In another case, the manager seemingly did not distribute the questionnaires as the employees, when questioned, were unaware of the questionnaires. Informal conversations with Campus Pointe II employees, one formal in-depth interview with an employee, and managers' unwillingness to fully participate suggest to us that at least some of the employees are at least occasionally parking in the Rosemont development.

We also designed a survey for residents of the 850 Crest Apartment Homes complex behind Campus Pointe II. The manager of the complex, when approached, refused to let our team distribute surveys in the complex. We were able to get around this by having a member of the class who was also a resident of the complex leave twenty surveys for residents. However, none of the residents returned the surveys. Our student-resident went door to door and was able to survey nine residents about their parking problems and practices.

Tesoro is a new neighborhood under construction near the Rosemont neighborhood. Not knowing if they have space to park or not, we wondered whether the construction workers contributed to parking issues in the neighborhood. Students constructed questionnaires which were left with the site supervisor. After a few weeks, this student collected the completed questionnaires (n=14), and tabulated all the responses.

Surveys of non-resident parkers in the Rosemont development: Students surveyed non-resident parkers in Rosemont by "staking-out" the neighborhood during times recognized by residents as the most problematic – weekdays, between 7:00 a.m. and 9:00 a.m. and 3:30 p.m. and 5:30 p.m. (see the survey in the Appendix). As scheduling permitted, teams of two to three students would approach and survey non-resident parkers and count and record the number of cars parked on Carnation, Yarrow, and Violet during their shift (see Table 2). Stake-outs were conducted to validate the residents' concerns about how many cars were parked in these neighborhoods at these specified times. The surveys produced data regarding how often, how long, and duration non-residents parked in the area (n=27). Students were able to compare the data from field notes and surveys to claims that residents were making. Non-resident parkers who agreed to be surveyed were compensated with a \$5 Starbucks card for their time.

Table 2. Surveys of non-resident parkers and number of cars in neighborhood

Date	# of cars parked on:			Total	# of non-resident parkers surveyed
	Carnation	Yarrow	Violet		
10/19 AM	10	12	15	37	3
10/25 AM	7	11	21	39	1
10/26 AM	7	9	33	49	3
10/31 AM	14				2
11/1 AM	11	10	39	60	5
11/1 PM				25	3
11/2 AM	7	5	18	30	2
11/3 PM				47	2
11/8 AM	10	10	28	48	2
11/8 PM				36	1
11/9 AM					2
11/9 PM				41	1
				Total:	27

Solutions: As part of the additional tasks completed, a group of students researched solutions. They separated into two subgroups that interviewed and examined similar situations at other universities and cities. The city solutions subgroup briefly interviewed a senior planner for the City of Arcadia and an employee of Alta Murrieta Elementary School in Murrieta with knowledge of parking issues. The group gathered online articles related to parking issues experienced by other cities and potential solutions to those issues. To gather information about issues experienced at other educational institutions and solutions which had worked for them, the students in the university subgroup spoke with the director of SDSU parking, the director of Cal Poly San Luis Obispo parking, a parking official from the CSUSM/Temecula campus, an Irvine Valley College parking official, and the Director of Facilities & Project Management at the North County Transit District (NCTD). They also gathered online articles about university-related parking issues and how to resolve them. The information collected by both subgroups was used to inform possible solutions to resolve the situation in the Rosemont area.

Data Analysis

Students analyzed their data by open coding their own and other students' interviews. To develop themes, the students looked for variation and nuances within and across codes. Each interview group (city officials, students, residents, etc.) focused on their own set of codes, to ensure consistency across codes. Then students applied a final set of codes to all the interviews and further developed themes related to our research questions.

Possible Limitations

Qualitative research is based on interpretation which allows for the researcher, or team of researchers, to

interpret the data in their own way. This will also include biases in how they interpret the data. Biases can be found in every type of research than humans conduct. As a practice, qualitative researchers openly confront the biases because their research is widely based on interpretation. Our team is comprised of students who attend California State University, San Marcos. A majority of our team drives to school and parks on campus more than once a week, paying for the University's parking passes as needed. All of the students who worked on this report believe that there are parking issues at the school, including a lack of parking spaces and the cost of parking passes. Our bias centers on our desire to increase parking at CSUSM and decrease the price of parking which may have subtly influenced the kinds of data we collect and our interpretations of that data. Furthermore, interviewees may have been reluctant to express their concerns about students parking in the neighborhood or business lot with student researchers.

If this had been a quantitative methods course, we would have worked harder to increase our survey response rates to bolster our claims about representativeness and generalizability. However, we were forced to balance pedagogical needs with those of the study; thus, we focused our efforts and time on the qualitative components of the study, consistent with the demands of our course, and consider the quantitative aspects of the study to be supplementary. Moreover, we used convenience samples for most of our study which may have influenced which perspectives we captured, specifically, those more willing to speak with us.

What is the parking problem in Rosemont?

By Erica Pereida, Jessica Valera, and James Moore

Resident Perspectives: In interviews, residents of Rosemont told us they assume students from California State University San Marcos are parking in their neighborhood. This assumption is based on the hours when non-resident parkers' park, as well as the CSUSM parking permits displayed on the cars' windshields. Some residents have noticed some of the people that are walking through the neighborhood have backpacks. Non-residents park in the neighborhood mostly during the week but can also be a nuisance on the weekends. One resident said, "The weekends are usually when people will just come and park their cars and just leave them for the entire weekend." Another resident stated, "When school is closed, it is so amazing, because there's not one car on the street."

After several interviews, the residents made it clear that the students are not the main problem since the neighborhood gets more crowded when school is almost over; seven of the eight residents interviewed made this claim. According to the residents, the non-resident parkers are most likely coming from nearby apartment and condominium complexes and Campus Pointe II. Residents on Violet Avenue report that non-resident parkers have been seen walking into the condos. Also, because the Campus Pointe II business area has very limited parking, some Rosemont residents believe that some of those customers park on Violet Street. Some residents have observed individuals getting in and out of cars and some being dropped off at unfamiliar cars, leading the residents to believe these parkers are not from the neighborhood. As one resident told us,

...just walking around the neighborhood I have literally seen cars that are left (behind). I have seen where they're going, and they piled in three to four people that have dropped their cars off and they are going either across the street or down the street to apartments or condos.

When conducting interviews with the HOA board members and asking them who they think is parking in the Rosemont neighborhood, they told us that students who live in the surrounding apartment and condominium complexes are creating the parking problem. One HOA board member reported, "There's fraternity stickers from San Marcos on the back of their cars." HOA board members noted that the businesses from Campus Pointe II also contribute to the parking problem on Violet Avenue. "They run a valet service to our neighborhood, when they run out of spaces for cars." Both the residents and the HOA board members made it clear that the apartment and condominium complexes and very few students are the problem as these individuals are making it hard for the residents and their guests to utilize the spaces in the neighborhood that are meant for those who live in the area.

The Rosemont residents identify many problems with non-residents parking in their community. One of the major problems all of the interviewed residents remarked on is the trash left behind by non-resident parkers. One resident stated “Different neighbors have found needles in the bushes and beer bottles and condoms.” Residents identified this trash as not their own because the trash is “...usually along the sidewalks where the (non-resident) cars are parked.” Trash on the streets was problematic for the Rosemont residents, in part because the items found on the street or in the bushes can be categorized as unsafe and, in part, because they feel that non-resident parkers do not have respect for their neighborhood.

Another problem the Rosemont residents raised is safety. Residents noted that non-resident parkers are not driving safely on this small cul-de-sac of Violet Avenue. In interviews, we heard about instances of speeding, texting and driving, running stop signs and some fender benders. Residents also report a sense of unease because there are so many strangers on their street late at night. As one resident told us, “It’s just kind of not safe, and you just don’t know who’s there.” This same resident also said, “We’ve had people wandering around at night in the middle of the night...there’s been speeding on the street.” Some of these non-residents hanging around late at night have reportedly been intoxicated and/or very loud. Some residents particularly have a problem with this because they worry their young children will be awoken by the excessive noise of the non-residents. One resident confronted a party of loud, intoxicated people on the street; they responded by throwing their beer cans on the resident’s lawn. Some residents have had their cars broken into. One resident recalled an instance when their neighbor had her car burglarized: “Her car windows were busted. She forgot her wallet...in the car, and so, they saw it, and... they stole her wallet from her car.”

Residents have also complained that cars are being left in front of their houses “...for weeks at a time.” Thursdays seem to be the days when residents have the biggest problems with these non-resident cars. When these cars are left for weeks at a time, sometimes they block the trash collectors from picking up trash cans, which makes the residents feel extremely frustrated.

Residents have turned to defensive mode as a result of their frustration. One resident who served on the HOA board mentioned that some residents have said, “We’re going to park outside now because I’d rather have my car in the front than, you know, someone else.” Other times residents have come home to find their trash cans moved or knocked over with a car parked where their trash cans had once been. Thursdays seem to be the days when non-residents parkers become a huge problem for the Rosemont residents. As well as non-resident parkers leaving trash behind they also have been known to move the residents’ trashcans on trash day. Residents have found these non-residential parkers to be disrespectful. One resident told us, “Students are really rude and will say tough luck. That’s just what you get for living by a college...as they push our trash cans over.”

The parking problem in the Rosemont neighborhood is characterized as a serious problem by residents we interviewed. Some reported that the problem has persisted for the past 10 years and has gotten worse and worse over the years. The residents characterized the root of this problem as, in large part, the result of City inaction. Residents think that the City of San Marcos did not create adequate parking for the nearby condos, apartments, and Campus Pointe II area. Since the Rosemont development is the closest public street to these residences and businesses, the spillover has come to their neighborhood. One resident claimed, “The City is not coming through and doing something about it. It’s just gotten worse and it’s really upset a lot of the neighbors and they have become very frustrated.” Residents reported that they have been complaining for a long period of time and that they feel the City is not responding to them. One resident interviewed told us, “I think they (the City) just let it go too long by not... ten years is a very long time.” The Rosemont residents now feel they have a big problem on their hands. Not only do they deal with trash, disrespectful non-residents parkers, safety concerns, and insufficient parking but they are also frustrated by the City’s perceived lack of action for a problem they see as created by the City’s poor planning.

The City’s Perspective

In this section, we explore the parking problem in the Rosemont development as expressed to us through interviews with City officials, including the City Manager, the Director of Development Services, the Public Safety Coordinator, and two parking enforcement officers.

The City has received ongoing complaints for three to four years of problematic parking practices and behaviors in the Rosemont neighborhood which residents believe the City has the responsibility to control. The Director of Development Services described the complaints to a student researcher:

“...they’re concerned (about)...parking on the public streets in their neighborhood, ...being at capacity (in terms of parking), lots of changes of who’s going in and out of neighborhood all day long. So it’s a variety of folks who don’t live in the neighborhood whom they believe are parking there...for example, multiple folks will come into the area in one separate vehicles, park in the location and leave in one vehicle. So it’s kind of being treated, as they said, as a big parking lot... And I believe they have indicated there’s noise and trash associated with that.” (Director of Development Services)

The City Manager and Public Safety Coordinator both confirmed the receipt of ongoing complaints from the area which they described in similar terms as the Director of Development Services. The Parking Enforcement Officers also confirmed receipt of the same type of complaints and reported observing the carpooling practices themselves. As one parking enforcement officer told us, “They’re parking, getting on their skateboards or getting in another car and leaving.”

City representatives indicated that they feel CSUSM students as well as employees of local businesses and nearby apartment complexes are participants in the parking practices involved in the complaints. Some City representatives who were interviewed asserted that the expense of CSUSM student parking permit could be a factor leading students to park in the Rosemont neighborhood,

“...it’s a combination of things. They live by Cal State San Marcos, which is \$360 a semester to park, so some people can’t afford that. So they park wherever else they can and keep moving their cars, to not pay the parking...all the way to Twin Oaks there’s nothing but apartments and condos, apartments and condos. There are enough parking spaces for two at every apartment.” (Parking Enforcement Officer #1)

Interestingly, this employee knew the exact dollar amount for the permit per semester at CSUSM.

The source of the complaints is defined by City administrative representatives as coming from the “community” or the Rosemont Homeowners’ Association. These City officials recounted a history of community meetings addressing the neighborhood concerns about parking and related problems,

“...we’ve met with the Rosemont Neighborhood throughout the years. At first, it was just students parking in the day time... now a lot of it is the businesses and business employees that are parking there during their shift, because there is no parking in Campus Pointe (II) shopping center... so it’s evolved to that and them coming back to the car one or two o’clock in the morning, making noise, littering...” (Public Safety Coordinator)

However, the parking enforcement officers cited the source of official complaints as just a few residents within the Rosemont community. When asked about the complaints from Rosemont, the public safety officers said,

Public Safety Officer #2: “It’s usually just two people. It’s two houses that are complaining. The other ones may not be happy about it but they don’t go as far as filing a complaint with the city.”

Public Safety Officer #1: “Pretty much, I would say four days a week.

Public Safety Officer #2: “At least.”

Public Safety Officer #1: “... the primary complaints are two people. I mean the whole association was involved a lot about a year ago, but lately it’s just one person...”

These employees also reported that the problems were decreasing rather than escalating. Citation statistics provided by the City support this and show a decrease in citations, at least in the short-term: The City calculated

that from October 24, 2015 to October 24, 2016 and October 24, 2016 to October 24, 2017, they issued a total of 404 parking citations in Rosemont. Forty-six of these were for 72-hour violations. On Violet Avenue, the City recorded 106 citations from 10/15 to 10/16 and 87 from 10/16 to 10/17; in the last year, thirty-nine of those were for 72-hour violations. On Carnation Street, 114 and 55 cars were cited during the 10/15-10/16 and 10/16-10/17 periods, respectively. Four of these during the last year were for 72-hour violations. Cars on Yarrow Way were cited twenty-six times in 10/15-10/16 and sixteen times last year. Only three of these were for 72-hour violations during this past year. (Data provided by the City of San Marcos)

The City representatives' responses to questions about when the complaints from Rosemont started and/or became a problem were not date specific. The City Manager stated that parking issues were new to the City and that representatives met with Rosemont HOA members in August 2016. The Director of Development Services said her information indicated that the Rosemont community had been complaining for over two years, with more concern over the number of complaints in the last year. The Public Safety Coordinator described the Rosemont complaint situation as beginning three to four years ago and evolving. He speculated that as Rosemont homes increased in price, residents expectations of the City regarding parking access increased. Weighing all of these factors it seems reasonable to estimate that the Rosemont complaints began as much as four years ago and escalated approximately two years ago in 2015.

City representatives agreed that most of the current parking issues cited in the complaints were not illegal violations nor had they yet confirmed the sources of the noise and litter in the neighborhood. As Director of Development Services told us,

"I'm not aware of any data or information that there are more crimes or anything that's documented or associated with this...they express concerns about crime as well as noise and so forth, again I am not aware of any data supporting the concerns about crime...and I think a lack of parking for the resident guests is also a concern they have expressed. I think they have also expressed concerns about speeding in the neighborhood which again I don't believe has been substantiated, but that's a concern." (Director of Development Services)

Although City representatives did not see the Rosemont parking problems as a legal issue, they did feel that residents' concerns needed to be addressed. In separate interviews, City officials expressed the following commitment to solving the problem:

"The city has to balance its obligations to the public for quality of life, access to things, with the university as well. (City Manager)

"It's my job to listen to all perspectives on the issues and to be empathetic to all perspectives..." (Director of Development Services)

"...we are trying to address it, and they're a little hostile sometimes, people are really upset about it." (Public Safety Coordinator)

"Our job is to be there and we will continue to do our job." (Public Safety Officer #1)

Who is actually involved?

By Kassey Gudez, Kenya De La Roche, Brian Kelton, and Maurice Smith

Going into this project, the prevailing notion was that the majority of non-resident parkers in the neighborhood were CSUSM students; however, analysis of our interview, focus group, and survey data indicates that a variety of people park in Rosemont. To better understand the problem, we "staked-out" the neighborhood on twelve occasions in October and November during times the HOA president told us were particularly problematic -

mornings from 7:00 to 9:00 a.m. (n=7) and afternoons from 3:30 to 5:30 p.m. (n=5). During these visits to Rosemont, we surveyed 27 non-resident parkers, though we observed many more who were not willing to talk with us. Table 3 summarizes the reasons those surveyed gave for parking in the neighborhood.

**Table 3. Non-resident parkers in Rosemont (n=27):
Which of the following reasons best explains why you park here?**

Reasons given for parking in Rosemont: ¹	# of mentions	%
It is difficult to find parking in my apartment complex/I can't afford parking in my complex.	14	37
I can't afford a campus parking pass.	10	26
It is difficult to find parking on campus.	5	13
I don't want to pay for a campus parking pass.	4	10
I know people in this neighborhood and they've told me I can park here.	2	5
I am visiting someone who lives near here but cannot park on their street/in their complex.	1	3
I walk on the nearby trails.	1	3
Public transport is inadequate.	1	3
It is difficult to find parking at work.	0	0

¹ Respondents could choose more than one reason

Thirty-seven percent (14 out of 38) of the responses point to non-resident parkers struggling with parking in nearby apartment complexes (note: those surveyed often gave more than one response). Of these, six individuals reported that they lived in the Corte Bella complex, one in the Crest 850 complex, and one “across the street.” Our (separate) surveys with those who live in the Crest 850 apartments (n=9) revealed that most of their parking issues revolved around having multiple vehicles and access to few parking spots and/or time-consuming searches for parking in the neighborhood. When the apartment residents have friends over, most are forced to park on nearby streets because of the dearth and cost of parking spots in the complex. An in-depth interview with a resident of the Crest 850 apartment complex helped explain this dynamic; our interviewee lives in an apartment with four roommates who each have a car, yet the inhabitants have access to just two parking spaces in the complex. Thus, two roommates are forced to find parking outside of the complex on a regular basis which typically meant parking in the Rosemont neighborhood and late night walks home alone. It is worth nothing that many of these apartment dwellers may also be students (adding to the perception that students are the problem) but those shaping policy should keep in mind that improvements to parking in the apartments and condominiums, not to University parking, will help solve this aspect of the problem.

Just under half of the answers given by the non-resident parkers (49 percent; 26 percent - I can't afford a campus parking pass, 13 percent - It is difficult to find parking on campus, 10 percent - I don't want to pay for a campus parking pass) suggested that respondents were CSUSM students, though it is important to point out that these 19 mentions came from 13 individuals who sometimes gave multiple reasons (compared to 13 individuals who cited limited parking in their apartment complexes as problematic). In the student interviews and focus groups, students assumed that other students parked in the Rosemont area (though none of the interviewees or focus group participants admitted to doing so).

Surprisingly, no one in our small survey reported that they were going to work (at Campus Pointe II). This runs counter to other (anecdotal) evidence we collected. As detailed in the methods section, we distributed fifty surveys to three different businesses in Campus Pointe II, but had very low response rates because, in part, we were told, managers feared repercussions against employees. Another business told us all employees agreed parking was a problem at Campus Pointe II so they decided it would be unnecessary to complete the surveys. An in-depth interview with one employee from Campus Pointe II revealed that he regularly parked in the Rosemont neighborhood and that it is very common for employees to park in the neighborhood because of the lack of parking spots at their workplace. Our analysis suggests that at least some of the non-residents parkers in the Rosemont area may be employees from the Campus Pointe II, but the likelihood of students and apartment residents is higher.

Because a great deal of construction is happening nearby, we surveyed construction workers at the Tesoro development to determine whether the workers were using the Rosemont neighborhood as a parking lot. Out of the fourteen Tesoro employees surveyed, all reported that they park at the construction site and ten of the fourteen reported that no improvement is needed for the parking situation. Over half reported that parking was problem-free and the rest staggered between somewhat difficult to neutral. Since all park onsite at the construction zone, none gave specific feedback on improving parking in the area. Overall, our analysis suggests that a mix of different people use the Rosemont neighborhood to park their cars for a couple hours or even, in some cases, overnight.

How do residents understand the origins and nature of the problem?

By Bianca Cruz, Ace Valencia, and Sana Wong

Origins of the Problem: Rosemont residents are extremely aware of the parking issue in their neighborhood and are concerned with its progression. Those who were interviewed expressed that this has been a long term inconvenience that has accelerated during the years of 2010 to 2012, and has now grown into a severe issue. They believe the problem stems from either the nearby growing businesses, the housing surrounding their community, the price of parking permits at CSUSM, or a mixture of all three. Residents have the impression that their proximity to local businesses, the university, and nearby apartment and condominium complexes, along with poor city design has caused an "uptake" of the available parking in their neighborhood.

It is clear that the residents of the Rosemont community have mixed ideas of who these parkers really are. Some community members believe the non-resident parkers are mostly students. These residents made claims such as, "Most of the kids that I have talked to and I seen (sic) get out of their car with their backpacks and you know they're students." When asked how they have identified these parkers as students, two residents said the following:

Because they are coming with backpacks... and actually some of them have expired Cal State San Marcos tags on their windshield, so probably, you know, didn't get their parking permit renewed.

I'm going to work...and I see them, and they're walking with their backpacks, so I'm assuming they're students...

Other residents reported that the problem originates from "the overflow of the apartments" and the local

businesses. One resident told us, "I see people...dropping their cars, and jumping into another car, and they take off ... so I have to assume that they could be residents across the street..." Other residents claim that they know for a fact that some of these cars are from neighboring apartment and condominium complexes. One resident said "I've watched them...I've been walking and I'll kind of like be going the same direction so I watch where they go and they always tend to go into the condos..." while another said, "My understanding is from one couple that lives up on that street have said that they know that one car that is parked here, they are not students. They actually live over in that complex."

A few other Rosemont residents feel like the parking issue is stemming from the local businesses, and told us that they "...definitely know they are employees of the corner business place," and claimed that they had observed "...valet guys from... the Bellows across the street... valet their cars in our neighborhood, and then walk back over..."

We also found that some residents believe that non-resident parkers may be coming from all three sources, as one resident expressed:

So, the overflow of parking, ...students parking there, people across the street (from the) apartment complexes that were using our street to park their cars overnight ... businesses that, patrons that were valeting their cars in our neighborhood... from businesses across the street...

Here the resident is pointing out that s/he has the impression that parkers are coming not only from CSUSM, but also from nearby communities and businesses.

Though there is no consensus among the residents about who these parkers really are, the majority alluded to the idea that most of the parkers are coming from nearby apartment or condominium complexes. One resident told us, "We've noticed it's not just so much the college students. It's more the condos, the apartments..." Another explained that although she had observed students park in the neighborhood during school hours, their parking is less problematic "...because they usually come back for their cars in a few hours... the major problem is the apartments, the condos," as their residents are the ones who park their cars overnight causing excessive "foot traffic," and crowding on their street. One resident described the problem more thoroughly,

Obviously, during the school year it's bad...come summer, and the winter breaks, it's a little bit less during the day, 'cause we are not as impacted...the evenings...we're still impacted, though...so I feel like it's not necessarily, it's our students 'cause they come and go, but it's more of the neighboring neighborhoods that are parking in our communities overnight, that's become problematic.

Also, it is believed that the accessibility of the Rosemont community to outsiders has turned the cul-de-sac into "a public parking lot" for those struggling with parking in the surrounding areas on a daily basis. Many Rosemont residents believe that this inconvenience is a result of poor city planning. Residents overwhelmingly pointed to the lack of parking in the surrounding areas which has resulted in non-residents parking in their neighborhood. One resident explained what s/he saw as the first sign of bad design,

The increase definitely was seen... [to be the result of] ... Palomar Health Center across the street...when they started re-zoning those, and ...people had to have permits to park, we started seeing an uptake in our neighborhood.

Residents reported that instead of finding relief of the parking problem with new surrounding infrastructures that were being built, the issue has seemingly deteriorated. One resident claimed,

Since the last three years, with obviously the development of ...the businesses across the way: The Bellows, the

Perks Coffee Shop, and also the influx of ...residential living whether it be...condominiums, apartments, and things like that then...it's progressively gotten worse, so meaning there's more hours of the day that are there are parking problems...

Another resident explained,

...the... infrastructure for building...communities is not there for, like, new housing...so I feel like that's the root of the problem, for one... the retail space across the street from us...the parking lot is very small. I think maybe you can fit, maybe twenty to twenty-five cars in there... which is not very many.... and so I think that's problematic...and when they're building these homes, or... residents, or business spaces, they're not thinking how it's gonna impact other people...in the surrounding area, so, I really feel like when those new apartments next to Bellows that... popped up in that...area, there's not sufficient parking for them, so I think that the overflow ends up being....us...

Some of the residents were more blunt in their criticisms, and conveyed the idea that the city's planning practices could be improved. One resident said, "...the City...approved a commercial ...development and didn't give a enough parking spaces for it, so we kind of take the brunt of the problem with that." Frustration with the City can be heard in many residents' testimonies as they call on the City to take responsibility for their poor planning.

Residents also explain the issue as originating from the high price of CSUSM parking permits. Echoing a number of residents, one told us "The College charges way too much for the kids to park at the College..." which, they reason, causes students to search for cheaper parking. One resident recalled,

There used to be a lot of free parking along the businesses here on Barham...and then the City implemented two hours only (parking)... and then students were getting ticketed, so then they had to search elsewhere to park their car... so I feel like some of them found our neighborhood... as another place to park without having to pay for parking...

Residents feel that students are resourceful, and willing to walk to save a buck or two. One told us, "...I) absolutely know that some of the parking is due to students who can't afford or don't want to pay - for any reason - parking permit fees at school."

Nature of the Problem: Residents have their own opinion or assumptions of who these parkers are, and where they come from, but equally pressing for those in Rosemont is what feelings this issue evokes for the community. As non-residents continue to take up street space in the Rosemont neighborhood, residents feel that the non-resident parkers do not think about the effects of their presence on the neighborhood. Residents report that the appearance and safety of the neighborhood has been affected and shows a lack of respect towards the community. Even though they have expressed empathy towards these parkers, they have grown frustrated by the property damage and inconvenience of the issue over time.

The appearance of the neighborhood has been a concern for many residents. The overflow of parking has caused the neighborhood streets to feel "cluttered," according to some residents. Not only is space being taken up by non-resident parkers, but cars are being left overnight, sometimes for more than seventy two hours. According to one resident, "Our major concern is not only do cars get parked here daily, but they are left here, you know, for weeks at a time."

Safety in the neighborhood has also become a concern, as more and more parkers continue to park in the neighborhood. The residents believe that the crime rate is increasing in the neighborhood because of this growth of non-resident parkers. One resident told us, "People are coming back and belligerent because they are drunk, making noises...we would find some of our cars were broken into." This creates more frustration for

residents because some do not feel safe in their own homes. As for residents who have children, they are concerned about how safe the streets are, especially when it is busy, and there is traffic. One interviewee stated, "The cars being parked there (in the neighborhood), made it really unsafe when there were kids out, and you couldn't really see them, and they...would all of a sudden pop into view."

The concern for the safety, and the appearance of the neighborhood has led residents to become protective and, perhaps, territorial. Some of the Rosemont residents have taken actions into their own hands to encourage non-resident parkers to find parking elsewhere. For example, one resident reported, "We definitely at times will let them know that we don't appreciate them parking here... a lot of them are pretty disrespectful." Some residents arrange orange safety cones where their garbage cans are to protect that space, and leave them overnight and throughout the weekend. Some non-residents parkers on Rosemont have been accused of moving trash cans so they can park their cars. One resident told us,

Sometimes we'll come home late at night and our trashcans will be pushed over and there will be cars parked there... or they've been moved... Turned the wrong direction or you know the trash man obviously can't pick them up and they've squeezed their cars in.

Residents feel helpless because the street is public, so they feel they have no "rights" to it. A number of residents echoed what this one said, "People that don't live here, they leaving trash, speeding, loud music. We've found broken bottles, we've found you know, a lot of trash."

With the increase in parking from the outside community, friends and family members visiting are forced to park a far distance from whomever they are visiting. This is an inconvenience that residents have to deal with on a regular basis. At least four residents who were interviewed offered that they had a frustrating experience finding a parking spot. One resident reported, "It's an inconvenience when you have company and there's not a good place to park. So that's part of the problem." Another resident expressed his/her issue with the disturbance that these parkers bring when s/he said, "We already don't have a lot of parking in this little cul-de-sac...and so our guests are having to park like up the street..." A third resident recalled a time that she experienced this kind of inconvenience firsthand,

When we moved in here, we were here about six months and I had some friends come over who had an accident and were on crutches... we invited them over because they haven't seen the house...they called and said, 'Ahh where can we park?' ...they ended up parking I think somewhere up there (pointing outside), and she was on crutches.

Another resident also shared, "Last year, we had a little bit of a Christmas gathering...the people in the neighborhood, they could walk but other people had difficult time to trying to park. Because during the holidays when you wanna have a party...there is no place to park."

However, in some cases, residents expressed empathy for the parkers. One resident explained how she can relate to the students,

I see a lot of college-age kids and probably just don't want to have to pay for the parking fees... I've heard they're pretty high... I was in college once too and I know that's a steep bill to pay...

Other residents in the neighborhood will even make an effort to make space. One interviewee reported, "We will pull our car sometimes in the driveway just for the kids to have a place to park." Some residents expressed understanding because they have kids who are in college as well. Another resident claimed that she did not mind having someone park their car overnight if they were drinking and driving: "And if someone is going to a party, and they are drinking and driving, I'm all for leaving your car parked."

There is no denying that Rosemont residents experience ongoing issues with the parking within their community. Based on the residents' interviews, residents perceive that non-resident parkers are a combination of students from the university, tenants from the condos and apartments across the streets, and local customers from the businesses in the neighboring areas. Residents believe that part of the issue is due to lack of efficient city planning since the City of San Marcos is growing and it needs more parking space to accommodate everyone. In addition to occupying neighborhood parking spaces, the residents feel that non-resident parkers are not showing respect to the community by moving trash cans, littering, being loud, belligerent, and confrontational, and leaving their cars for days.

How does the campus community understand the origins and nature of the problem?

By Teal Hankins, Elizabeth Martinez Cedillo, and Julio Villa

Students park off campus for a number of reasons, but those reasons are not fully understood by Campus Officials such as the Director of Parking and Commuter Services. Her outlook reflects a more holistic understanding of the University's parking situation and differs greatly from the opinions of the students. Campus parking officials are aware of the issues surrounding parking on campus, such as discontent surrounding parking prices and students feeling as though they have no other choice than to park off campus in neighborhoods such as Rosemont, but the Director says,

We're actually in a really good position—I know that a lot of people don't think so but when we look at the number of parking spaces on our campus compared to the number of students, faculty, and staff we're in a really good position compared to all the other CSUs.

One reason for this difference in opinion is the logistics of providing parking – as highlighted by this quote. While most students take issue with both the price of the parking permit as well as the availability of parking spaces in proximity to their destination on campus, the University evaluates their success through a more structured lens. The ratio of parking spaces versus the amount of bodies on campus is one of their measures of performance.

For students, one of the main reasons they find themselves parking in residential neighborhoods surrounding CSUSM is the \$338 price tag per semester – the highest of all Cal State campuses – to park on campus. The Director says that the reason for the high price is due to changes that took place within the California State University System during the time that CSUSM was established. This problem continues today, as the Director's description of the current parking challenges shows,

I think one of the biggest challenges is that our existing parking lots are temporary...eventually either a parking structure or a campus building, an academic building, will go on top of it, so we don't have any room to grow out, our only option is to grow up, which is the parking structure...the difference between a surface parking space, which costs anywhere between \$1,500 to \$3,000 per space...in a parking structure it's closer to \$20-\$25,000 per space. So there's a huge difference and unfortunately because we can't grow out, our only option is to grow up...and then, as far as the Chancellor's Office, they review how many spaces we have, what our impact actually is and then they make the determination if we actually need an extra, or an additional parking structure.

Changes within the bureaucratic system have created a financial pickle for the University, if you will, in which Cal State San Marcos students suffer and, quite literally, pay the price. The high price of parking on campus may contribute to students parking off campus. As for the Director's perspective, she believes students are parking off campus because "...usually it's (that) they don't wanna pay for parking and unfortunately, it's not just us. We see it, or we've heard from Palomar College and the City of San Marcos – same thing." As unfortunate as it is that Cal State San Marcos established itself during a time when the Cal State system made it the individual university's responsibility to fund the expansion of their parking, it is problematic to say that students just do not

“wanna” pay for parking. To say this is also dismissive of the impact that the high price of the parking permit is having on the surrounding community, especially the Rosemont neighborhood. However, this perspective speaks volumes about the University’s understanding of the problem of students parking off campus. It is clear that the University believes they have done their part to provide on campus parking, and that those students parking off campus and in the Rosemont neighborhood are simply choosing to do so.

The majority of students parking on campus agreed that the primary problem was the cost of parking. The soaring price was, without a doubt, a shared theme among students. “It’s too much!” a student commented about parking. The high price for parking has driven some students to find alternatives like parking in Rosemont to avoid paying the fees. Some students have chosen to park on streets like Carnation Court and Village Drive, but others have decided to take public transportation over driving to school in order to save money. One student said, “Well, it’s twenty dollars a month ...for the bus pass and paying like how much? Three hundred per semester? And then plus gas.” Although this alternative saves students money, they said it comes with its problems too. They contend it is dangerous for students who leave campus at night and public transport stations are far from campus and overall, inconvenient. When it comes to parking on campus, students highly disagree with the fee imposed by the University. “They charge us for breathing air,” one student said.

Whether they park on campus or off, many students told us parking is a nightmare. The low parking availability on campus means students must park long distances away from their destinations. A graduate student in particular showed great frustration about not having nearby parking lots near the QUAD where her class takes place. She commented, “...we have to park here and then walk all the way down, cross the street cause they’re all the way in the back, like past housing.” Students such as this one do not see parking on Village Drive as an option. For some students who park off-campus, they argue that the University needs to take better care of its students, especially those who commute from long distances and cannot afford to park on campus. Another student commuting from Fontana said she is frustrated by leaving her house up to an hour earlier than the commute requires to find parking and walk to campus.

The students who choose to park on campus say there are many inconveniences. The main argument is that there is not enough parking for everyone, making off-campus parking the only alternative. One student reported, “I always have to park all the way in the back or I usually park on the top floor of the complex or whatever it’s called.” For the past three academic years, CSUSM has broken its record for student enrollment, but has not added any additional parking spaces. Students also complained about not having enough ticket machines around the parking lots, creating long wait lines. When we asked a student about what time of the day parking begins to fill up, she responded as early as nine in the morning. Another student said mid-day was the most difficult time to find parking all around campus and so chose to park in Rosemont. Another student went on to say that he expects the university to give him a proper service for the amount he paid for. Our analysis highlighted the frustration from students about parking on campus.

How does the surrounding community understand the origins and nature of the problem?

By Stacy Broderick, Andrew Castillo, and Jacob Lindgren

From the surveys and interviews of Campus Pointe II employees, residents of the Crest 850 apartment complex, and non-residents parking in the Rosemont area, we found that the origin and nature of the parking problem in the Rosemont Area is that there is not enough parking available to accommodate the amount of people looking to park in the surrounding areas. With inadequate areas to park in the parking area of Campus Pointe II, or inside the Crest 850 complex, or even at the campus of CSUSM, people often look for street parking. Village Drive, the main road for Campus Pointe II and Crest 850 apartments, is always full of cars forcing employees and residents to park in the Rosemont area.

For those in Campus Pointe II especially, parking is extremely limited in the small parking lot that is used for all the shops. According to an employee in Campus Pointe II, while not strictly enforced, employees are told by their managers to park somewhere other than the Campus Pointe II parking lot. This leaves them the option to park on Village Drive, which is already packed with cars from residents of the apartments and condos that line the street, or to cross over Twin Oaks Valley and park on Violet Avenue in the Rosemont housing area. The employee we interviewed conveyed that most employees feel that there is simply not enough parking available for neither customers nor employees who park in the area. Out of the 50 surveys we handed out at Campus Pointe II business, only two were returned, yielding no meaningful findings. When questioned, the manager at one establishment told us that it was pointless to complete the surveys because everyone knows that parking is an issue, because there are not enough spots for everyone who wants to park. When asked why parking was insufficient, the employee interviewed blamed the Campus Pointe II businesses, as well as the surrounding apartments or condominiums, for not building a large enough parking area to sustain a growing business area.

When they originally made this area, I don't think they figured that business would bring a lot of cars here. The community and business have an even combination of making the parking situation a crappy one. I think it has a lot to do with that, not making enough parking for the future, of...business, or people filling up the condominiums, so they did not think it out too well.

This employee also told us that, while parking on the surrounding streets is not an ideal solution for employees, there is no other option. Parking on surrounding streets is not without its own issues as cars on both streets have been vandalized and damaged due to other cars hitting them. Our interviewee conveyed an attitude of "it is, what it is." Employees have to drive to work, and thus, have to park somewhere. With no other options available to them than the streets, that is where they must park. Our interviewee asserted that most employees understand the situation and deal with it. They are not going to "...drive around for 15 to 20 minutes to find a parking spot." Instead, they just "...want to be able to park somewhere to go to work," which hopefully, is not too far away, potentially increasing the time it takes to get to work, because time is an issue when parking in this area.

The stakeout conducted on Rosemont Avenue revealed some interesting results. However, when it came right down to it, the data collected pointed to the fact that there are not enough parking spaces in the surrounding community, including California State University San Marcos, the surrounding apartments, and Campus Pointe II. Respondents mostly said that there is not enough parking for where they are situated.

Data collected from those who lived in the apartments and condominiums on Village Drive suggests that they have few choices regarding parking. They and their guests were often forced to park in the Rosemont Community. One resident of Crest 850 explained that parking in her complex was limited, forcing her to share two spaces among four roommates. On Village Drive alone, parking is described as a nightmare for residents of the housing complexes that occupy it. The hours where residents find the most amount of cars is between 8 a.m. and 6 p.m. which would explain why so many students and residents are forced to park over in Rosemont. The overflow of people who live in these apartments are sometimes students who are also trying to save money by filling their apartments with roommates to make rent for themselves cheaper; but more roommates means a higher chance of more cars per apartment.

What are residents' expectations?

By Abigail Celestino and Jane Gankiewicz

It's been taken to a whole 'nother level, [and] it's just not appropriate.

It's just very frustrating for all of us and it would be wonderful if we could come to a conclusion soon or reach some kind of agreement.

These two interviewees summed up the frustration expressed in all of the interviews with Rosemont residents and also the hope and expectation that the situation will be resolved. They also made it clear that they expect a permanent and successful solution to this issue. As has been detailed in previous sections, the parking situation in Rosemont has seriously impacted its residents' quality of life.

The majority of residents interviewed in Rosemont feel that residents and their guests should be able to park in their neighborhood, and that non-resident parkers should not use their street like a "parking lot." One resident said, "Street parking is meant for guest residents, and [the] public on occasions, but not to be abused." Another resident added, "People [non-residents] can park on the street but [it] should not be for commuting purposes." A different resident asserted that, "It's just getting worse, there's more kids coming to Cal State San Marcos... So when there's no place to park, our [neighborhood] is the nearest to the school." Most of the interviewees expressed the same concern about the continual growth of the University, and thus, the continual abuse of parking in their neighborhood. In addition to a growing University, many of the residents also expressed concern about the surrounding businesses and their continual growth. One resident made the point that, "We do have some Bellows overflow when they get busy on the weekends, we have people coming over here and parking." The resident interviews demonstrated their concern regarding the potential problems that may arise from the continual University growth and the surrounding businesses' development.

All of the residents interviewed expressed the need for a parking permit program and an expectation that the City should provide this for Rosemont's residents. For example, one resident explained, "...we came up with a permit solution, so I feel like that's where we need to go. Because it's a small investment on our part." Another resident offered, "We were really hoping for some sort of permit parking. I know they do that at SDSU [and] other colleges. So at least it shows that you belong there." Such a permit would signal to City officials, police, and firefighters that those with a parking permit are residents who live in the neighborhood. A permit system, according to the residents, would decrease the number of non-residents parking in their neighborhood. Some residents told us that a permit system had been in the works but had run into problems. One resident explained,

They (the City) approved something. They were going to do a parking permit program and then they had given us all the forms and given us a rough draft of what the form was going to look like. It was supposed to start this past spring and...when it started getting closer we heard that the person who was in charge of the program retired and that someone else was going to take it over and then after weeks and weeks of emailing back and forth the City told us now that there is not enough money, which they have been saying that for the past 10 years.

Residents voiced disappointment that the plan had fallen through. About the situation, one said, "Funding changed, personnel changed, so...we were being promised that they were looking into it." Another resident mused, "...maybe they don't think this is a big issue enough on top to continue to press it." Despite their disappointment that in the short term the permit program had come to nothing, the residents still hold hope that it can be revived.

In addition to a parking permit program, the residents of Rosemont expressed a desire to collaborate with California State University San Marcos, to hopefully resolve the parking issue. Most of the residents interviewed expressed empathy for the high price of CSUSM parking permits. For example, one resident proposed, "It would be really nice if they could lower their parking fees so everyone could park in their beautiful parking facility they have." The notion of lowering the price of parking permits was common, not only among the residents in Rosemont, but also, not surprisingly, among CSUSM students interviewed. Some of the residents interviewed also mentioned working more closely with CSUSM to have the University advise students not to park in surrounding neighborhoods. One resident offered a simple idea: "The school can send information like, be respectful of the neighbors, [and] be respectful of your community." While another resident recommended a more hands-on approach stating, "I wish we could have someone from Cal State come patrol cars (in the neighborhood)."

The residents of Rosemont expect a conclusive resolution to this issue. Their expectations include establishing a parking permit system and collaborating more with CSUSM. In addition, they feel that it is appropriate for residents and their guests primarily to park on their street. Most of the interviews expressed the recurring themes of urgency, irritation, and concern about this parking issue. It is clear that they expect the City to intervene by working closely with them.

What are the campus community's expectations regarding parking in Rosemont?

By Valeria Lopez

As detailed previously, many students find parking on campus to be expensive and challenging. Our data, however, revealed a mixed picture about whether students are willing to park off-campus; some have no choice but to park off campus, which sometimes means in Rosemont, while others do not want to be bothered with the hassle or do not need to exercise that option.

Through the interviews that we conducted with students we found that although the price of parking is considered high, many students continue to park on campus. Of the students that we interviewed (n=5), two parked offsite and the other three cited that the long walk to campus when parking offsite is not worth the money that can be saved. One interviewee, when asked how far he would park to save money, responded, "Not that far." When asked if they considered parking off campus, another student said,

You could park at one of the transit centers and then from there just take the Sprinter and then that's it. But that's just more of a hassle trying to see if your car is going to be safe or not.

Some students cited stressors and worries that prevented them from parking off campus. Another student said, "I have gotten so many tickets parking off campus that it forces me to pay for the campus parking permit." Most students we interviewed one on one or in focus groups did not mention offsite parking until we brought it up.

But our data clearly shows that some students do park offsite. In our survey of non-resident parkers, 19 answers given (by 13 individuals) for parking in Rosemont suggested that the parkers were CSUSM students on their way to or from campus (10 said, "I can't afford parking on campus;" 5 said, "It is difficult to find parking on campus;" and 4 said, "I don't want to pay for parking on campus."). One factor that compels students to park offsite is the scarcity of spots on campus. One student said, "[Parking] gets packed," and "You're late for class, because you are looking for parking." When asked how often she drives to campus each week, one student replied, "At least twice. I try not to do more because of money..... last year I parked...up in the apartments behind campus – Campus Point II. I have also parked at Urge this semester." She is forced to secure offsite parking because the cost is too high to park at school. At Campus Point II, the same student had an unpleasant experience with another driver. She and a friend were yelled at and told, "You can't park here!" This student reported that she is mindful of the inconvenience she may cause to residents when she parks at in Rosemont; still she believes that she will continue to park there because, "It's outrageous how much we have to pay...just to be on campus." Even when parking offsite brings confrontations, some students are willing to do so because of the price of parking at school.

There was a consensus among those interviewed that students who park offsite should be respectful of the neighborhoods that they park in ("Respect the house and, like, the area.") within reason ("...as long as they don't block the exit or anything like that..."). These areas are not part of the campus and therefore students understand that these are residential neighborhoods that should be treated with respect.

What are the surrounding community's expectations regarding parking in Rosemont?

By Joceline Castilla-Salas and Jordan Dial

In this section, we consider the expectations of those who live and work near the neighborhood regarding parking in the Rosemont development. Drawing on data and analyses from non-resident parker surveys, the one in-depth interview with and surveys of Crest 850 apartment residents, and the interview with an employee at Campus Pointe II, we find that while the surrounding community understands why Rosemont residents might be frustrated, given the limited parking they have to deal with on a daily basis, the surrounding community has little choice but to utilize the public parking the neighborhood provides.

The neighborhood is located close to a coffee shop, multiple restaurants, apartment complexes, the University, a park, and other small shops. It is convenient for people using those establishments to park in the Rosemont neighborhood because its streets are public and accessible. Moreover, as discussed previously, parking is limited in the Campus Pointe II business area and the nearby apartment complexes. Students who are looking for a way around paying for expensive parking at Cal State San Marcos also use the neighborhood to park. While Rosemont homeowners and residents may be unhappy with the parking situation, those coming from the surrounding communities expect that they should be allowed to park in the area because it is public.

Eleven out of twenty-seven of non-resident parkers surveyed stated that it was difficult to find parking in the apartment complexes, specifically citing Crest 850 and Corte Bella. Even though it is an inconvenience to walk to and from the Rosemont neighborhood, residents of the apartment complexes continue to do it because they do not have enough parking in their complexes. For this reason, the residents of the apartment complexes feel they have no choice but to park in the Rosemont neighborhood.

There is limited parking in the apartments across the Rosemont neighborhood. Of the nine Crest 850 residents surveyed, we asked if there was enough parking in the complex; all stated there was not enough and relayed parking difficulties they have experienced. Some difficulties that were expressed were not enough visitor/resident parking, having two parking spots for four people, getting towed, and looking 30 minutes for parking. The apartment residents were also asked if they themselves or their roommates have had to park outside the complex and all nine said yes.

During our interview with a resident of Crest 850, she shared her expectations of parking in the street or in the Rosemont neighborhood. She states, "It is really difficult because we only have two spots, but four girls living there. So if we ever need to find street parking there is never, it is always super full." The limited parking in Crest 850 has made residents of the complex resort to parking outside. From an interview with a Campus Pointe II employee, he shares his thoughts and expectations on the parking in the Rosemont neighborhood and explains why he continues to use their neighborhood for parking. He states, "It was sometimes rough and I would automatically know I would cruise up here and take a right and go park, because I don't want to drive around for 15-20 minutes to find a parking spot. I like to be punctual."

Rosemont residents believe non-resident parkers see their neighborhood as "a parking lot." Given the continuous problem of parking in the area and the relative convenience and availability of parking in Rosemont, those from the surrounding communities will continue to park there until other options are available or the present options are further limited.

Solutions: What Can the City Do?

By Andrea Cortes-Avila, Ivette Jaime and Andrew Cummings

Our findings indicate a need for a strategic parking management plan for the City of San Marcos to ensure quality of life as the community grows. In this section, we explore a number of possible solutions which can serve the community in the short- or long-term and take into account existing and expected parking needs. The potential effectiveness of each solution is presented along with its pros and cons of feasibility and desirability per stakeholder, beginning with the Rosemont residents' most desirable solution. Accurate costs associated with any of these strategies must be calculated to determine the most equitable and affordable solutions. With community support and driver adherence, a newly devoted parking strategy— especially within proximity to

CSUSM - can work well for all involved.

Create a residential parking permit program: Residents cited a parking permit program as their first choice to resolving the parking issue in their neighborhood; as expressed by a Rosemont resident who said, “We have been putting up with it (the parking problem) for so long, we truly deserve that parking permit program.” Such program would consist of a permit, sticker or tag that would identify residents’ vehicles and allow them to legally park in their neighborhood. All others would be towed away. Such measures would remove non-residents from competing for on-street parking because it would no longer be a “public street” neighborhood. Such programs are typically intended for residential areas such as condos, town-homes, or apartments. The residents of Rosemont who were interviewed communicated that they are willing to pay a minimal monthly fee to either HOA or the city for such program to be implemented in their neighborhood. However, interviews with the City revealed that a permit system would require an elevated, and thus, more expensive enforcement effort and is not an available option.

...the Rosemont Community is not going to be satisfied with what we can do legally and what’s available... They want to have parking permits for that community... it’s going to take the different partnership with Cal State San Marcos, HOA, the City, the Sheriffs... we all have a piece of what we can do and what we are responsible for, but I think if everybody does those things, it’s not going to be as bad as the neighborhood is making it out to be. (City official)

The City sees this option as a last step. The City should continue to evaluate what will work in the neighborhood presently given resources available and what can easily be adapted to other neighborhoods later as San Marcos grows. Implementing a parking permit program may solve the immediate issue within the Rosemont neighborhood, but it has the potential to push non-resident parking to nearby neighborhoods as well as necessitate additional enforcement efforts, which may strain the City, given that it employs only two part-time parking enforcement officers.

Establish park and ride lots with shuttles: Another feasible option would be to seek out available space in the City for designated park-and-ride lots to supplement available existing public lots. The initial effort and cost of securing, promoting, lighting and providing signage at a satellite lot is presumed minimal in comparison to the overall quality of life advantages. Providing and promoting satellite parking lots may prove beneficial now and in the future, but must be coordinated with NCTD (or some other transit solution) to designate at least reliable hourly service from any lot to different locations around San Marcos such as CSUSM, Palomar, Campus Pointe, and the apartment complexes. Utilizing public transit exclusively (especially for commuting students) is lower on the scale of desirability when it comes to time and convenience, even if it is cheaper. If implemented and marketed correctly, a park and ride program would not only benefit this community, but other communities throughout the city of San Marcos.

The city lacks open available space; thus, the creation of satellite parking lots throughout San Marcos must occur on existing lots suitable for the purpose. The pre-paved lot at Fry’s has been mentioned among students, staff, and City officials during interviews. The City Manager said, “What’s the next step? Satellite parking? I told them they might want to reach out to Fry’s Electronics. There’s a gigantic, paved, parking lot that’s empty almost all the time.” The City may consider initiating contact with, Manuel Valerio, Community Relations Manager, Fry’s corporate office at (408) 350-1484.

Satellite lots can also be used around the City as the population increases and more students or employees begin to use customer-intended parking spaces or nearby residential neighborhoods for long-term parking. With a lot in place, full-day students or retail employees who park on nearby residential streets can be directed to use a designated longer-term parking area, perhaps with some kind of incentive program.

Publicize existing public transportation: The City could work to increase awareness of existing Caltrans & NCTD-provided parking spaces in North County for use with carpooling, the Sprinter, or buses. Awareness campaigns could promote the “hidden benefits” of public transit (time to relax, read, or do homework, save money, reduce global footprint, etc.) and propagate little-known public knowledge, like how there are sixty active park and ride facilities in San Diego County. San Marcos Park and Ride Lot 69 is located at 855 E. Barham Road/SR-78 at Crosswind Community Church. This lot could be promoted strategically to students, employees and apartment residents, with the intention to provide a desirable parking alternative to the Rosemont neighborhood area. Other cities with similar issues have used this method successfully:

Another cool thing the City does is offer free bus services for students through the Arcadia Bus Service. All students have to do is show a current I.D. card, and they get a free bus ride, this works well to alleviate the parking issues in Arcadia. (City of Arcadia Senior Planner, Alison Hunter).

Establish time-limited parking: Time-limited parking, such as two-hour parking blocks, has proven effective for businesses located on Industrial Avenue near CSUSM. We found that the two-hour parking restriction solved the issues businesses experienced with student vehicles crowding and littering outside of their businesses. In an interview, one Industrial Avenue business owner told us, “Yeah, [the parking problems have] improved. It [the two-hour restriction] has been working better for the past two years.” One CSUSM official, speaking about Industrial Avenue businesses, remarked, “They implemented the two-hour parking; I think it really benefited the businesses and made it just a little bit easier for them to function.” A two-hour restriction or similar parking limit in the Rosemont community would end the issues for the residents who can rely on parking space in their own garages and driveways.

Time-limiting certain areas to best suit the needs of the neighborhood (i.e., two-hour parking from 8 a.m. - 6 p.m., Monday - Friday) would encourage those wanting to park for longer periods of time to utilize a nearby park-and-ride lot, preserving on-street space for higher turnover uses. Residential visitors and those patronizing the businesses at Campus Pointe II could still park in that area, but only for the permitted amount of time. Time-limited parking could also complement a residential permit program. Enforcement, at least initially, would likely add to the workload of the City parking enforcement officers. This solution would cost the City the issuance of street signs and enforcement.

Install trash receptacles: To address the residents’ complaints of non-resident parkers leaving trash behind, it would require minimal output and effort to place trash receptacles at the entrance and exit of the Rosemont neighborhood (around the corner of Violet and Carnation). Perhaps an agreement can be made with the HOA to purchase the cans and the City could attend to weekly emptying.

Long-term Planning: Looking forward, it would be wise to encourage the City’s Development Services Department to re-examine building projects that are in-process. With the current state of the City’s population growth in mind and the ways public parking is being used, we encourage conservative calculations of planned parking for business developments and multi-housing projects. Findings indicated the need for additional parking for nearby apartment residents and employees of Campus Point II. We suggest working with the apartment complexes and businesses in the area to 1) allow more parking spots per apartment, 2) lower the permit costs per apartment (if applicable), 3) allow employees to use the lot associated with their place of work, and lastly, allow access to restricted streets near that area (if applicable) to allow much needed availability for parking.

Additional Resources:

Park and ride plans:

<http://www.dot.ca.gov/dist11/departments/planning/planningpages/parkandride.ht>

“Smart Parking Solutions- It’s Not About the Parking” by Benson Chan

<https://www.iotforall.com/innovation-in-smart-parking-solutions/>

Colorado Springs - Similar situation with parking

<https://coloradosprings.gov/public-works/page/residential-parking-programs>

Solutions: What can the University do?

By Adrian Solis, Lorenzo Peña, Saul Morales, and Viviana Perez

As this report has detailed, at least some of the non-resident parkers in Rosemont are CSUSM students who either cannot afford a parking permit or are resistant to paying for a permit. Thus, it is important to consider solutions at the University-level. Some of the many possible solutions the University can implement are: offering a parking permit with financial aid packages, building more parking structures, offering metered parking, lowering the cost of the parking permit, offering parking alternatives, starting a shuttle service, and using social media to track the number of open parking spaces. Some of the solutions we find most effective and feasible include: offering parking permits for low-income students or students who commute long distances, lowering cost of the parking pass, providing a park and ride service, and designating an area for additional metered parking.

Metered parking: Palomar College introduced the idea of metered parking which turns parking spaces over much more quickly and can save students from paying for a day pass. The parking official at Palomar College explained how this would be helpful,

The other thing that we've done is we've ...metered parking ... like a coin meter, credit card meter. It turns over spaces a little faster. So let's say ...if you want to come to campus, you just need to get a book, and it's 30 minutes so you have to buy that permit. Or let's say you were (taking classes) online and you weren't coming to class but you had to come to class for a counseling appointment so ... you put four bucks in there, you get ... four hours. Sometimes that's a better alternative for students who are (taking classes) online or maybe they want to commute with somebody.

With more metered parking on campus, students can pay for the time they deem necessary to complete their tasks. At CSUSM, the shortest amount of time on existing meters is one hour with the pay-by-phone app or two hours with the parking machine. It is difficult for students to pay for the full cost when they are only using a portion of the time. Meters will free up space for longer term parkers and thus, make it less likely for students to park in the Rosemont neighborhood.

Park and ride lots: Palomar College also has partnerships with the City of San Marcos to rent out parking lots within walking distance of the school, enhanced by live-posts to social media giving the status of the lots, which saves students time when parking. The Palomar official elaborated,

We increased our media efforts on our website and we have a Facebook page and a Twitter page so we were live-tweeting the parking statuses that was then retweeted by the school but they only have around 500 to 1,000 followers. So ideally there's some technology solutions the school is developing an app so maybe that would be something on ...what lots are empty or what lots are full. That could be something where it takes some staffing but just something where you can transmit at least the first week or two what lots are full and which lots are not full.

When CSUSM students were asked if they would use a park and ride service at a reduced price, most said they would. With the use of this technology and service, students will know which parking lots have available parking and will be able to use an alternative transportation option. Additionally, if the students know there is available parking and a convenient service then they will not have to park in Rosemont.

Add parking permits to financial aid packages: Those with financial hardship or who commute should qualify for a free parking permit in their financial aid package. Students would have the option of applying for the parking permit or they can simply refuse to apply. However, those who live in the area or have high incomes, will not qualify for the free parking permit but perhaps a reduced parking pass because public transportation is more accessible, or the cost would not impact them as heavily. When a focus group of students at CSUSM was

asked if it should be included in the Free Application for Student Aid (FAFSA), one student said,

That's why it should, like it should be mandatory, get included in there because when my tuition is paid, I don't look at that, like I don't look at 'oh I'm paying for the gym or to do this, to do this,' like I don't look at it, I just pay. Well, I think you should have that option because not everybody drives. If I don't want to drive, then it shouldn't be taken out, like if you clicked on a button, I don't know.

Another university that has also been working on their parking troubles is Cal Poly SLO. This university has "...three parking structures, two for residential students, and only one for faculty/staff and commuters." SLO has different types of parking permits to give students more options on how they wish to pay for their parking such as weekly passes, evening permits, quarterly permits, etc. The residents around the school also have permits to park on the streets, to clearly indicate who can park on the streets surrounding the school. Along with public transit, there are discounted rates for students to help relieve financial burdens. Public transit is not only more eco-friendly, but financially-friendly as well. By including the parking permit in the financial aid package, students will be more likely to find parking in the Rosemont neighborhood inconvenient. Additionally, by clearly indicating where students can park, it will dissuade students from parking in the surrounding neighborhoods.

Building more parking structures: Complaints coming from Rosemont have brought to light practices in which groups of students drive to the neighborhood, drop off their cars, and stuff themselves into one car, and drive to school. A new parking structure would decrease such activity by increasing the amount of campus spaces available to students. A student from CSUSM told us, "I would prefer to park at the structure, but sometimes it's so crowded that I find it easier to just park on Barham and walk to class." Barham Drive might not be Rosemont, but it is roughly the same distance from campus. Due to capacity issues, students choose to park off campus.

But why doesn't the university just build another parking structure to fix the issue? Although increasing the amount of spaces might temporarily reduce the issues of parking, it is not a long-term solution due to the growing number of students that the Cal State system welcomes each year. Enrollment in the Cal State system increased 12 percent between 2010 and 2014. Increasing the amount of parking structures available to students has not solved the parking issues on campuses; just ask Cal State Long Beach, which has a number of parking structures but continues to have issues with parking. Building new structures is also unsustainable when you look at the costs associated with each structure and a dearth of space available to build new structures. As a CSUSM parking official quoted earlier reported, parking structures are dramatically more expensive than parking lots (\$1,500 to \$3,000 per space in a lot versus \$20,000 to \$25,000 per space in a structure). Structures come at a high price for a university and almost never resolve parking issues on campus; rather, a structure is a band-aid on the wound which stops the bleeding for a moment. The benefit of a structure would be short-lived for the Rosemont neighborhood due to the growing number of students the campus faces every year. Sadly, it would not be a feasible solution to the issue that Rosemont faces.

Lowering the cost of the parking permit: Yes, the clear option here could be for Cal State San Marcos to simply reduce the price of parking permits, but after years of trying to get that to happen, it seems nearly impossible. Speaking about the cost of the parking permit, a CSUSM parking official reported, "We have the highest parking rate in the CSU system." Ten of the twenty-seven nonresident parkers in Rosemont we surveyed stated they could not afford a campus parking pass. When students say "Prices are way too high," it is not as simple as students do not want to pay for a permit. A recent study found that 50 percent of students surveyed at CSUSM reported dealing with food insecurity issues – that is, limited or uncertain availability of nutritionally adequate and safe foods (Adamsel 2017). There have been efforts made towards alleviating this burden on students (such as a new food pantry), but the University expects students to pay for the most expensive parking permit in the entire CSU system. With the price of housing very expensive in San Marcos and increasing, along with tuition, it makes paying for a parking permit almost impossible for such students, who are already struggling. This reality contributes to some students parking away from campus and in nearby neighborhoods, like

Rosemont.

Although a reduction in the cost of parking sounds great, there are some complications that come along with said reduction of prices. Although it is a popular option, would reducing the permit price alleviate or worsen the issue at hand? The number of students enrolling in CSUs continues to grow, so reducing the prices would increase the quantity of students using already scarce parking spaces – at least as experienced by students - resulting in students having to find spaces elsewhere. Multiple solutions are needed to fix the parking issues and avoid creating even more complications.

In terms of the authority the University holds, there is a limit to the amount of power they are allowed to exercise on campus and within the surrounding community. Their jurisdiction is typically restricted to the property of the University. Additionally, they have an obligation to report to the City in some instances, such as when changes are made to University parking. Overall, we can conclude that there are several solutions that the University can implement to help ease the situation for both the students and Rosemont residents. As stated above, most of our proposed solutions revolve around helping students use alternatives to get to campus and containing the costs of parking. Surveys with non-resident parkers and interviews with students demonstrated that first, students find the parking permit too expensive, and second, they feel the University is too crowded and parking is scarce. The University can help students by notifying them where parking is available and what lots to avoid. This solution is cost effective for the University and can alleviate parking congestion in the area. Promoting the use of public transportation, biking, and walking to school are all possible solutions for the University and it is very manageable and cost efficient. Rosemont residents were mainly concerned with the overcrowding on their street, but they also sympathized with students because some are aware as to why these students are choosing to commute. For example one resident states, "I feel sorry for these kids, I really do...I mean this is ridiculous" (referring to the price of permit). They understand our struggle and they believe that this aspect of the issue was created by the overpriced parking permits and poor City planning. As students from Cal State San Marcos, we have attempted to come up with the most reasonable solutions for the University to consider and help resolve this issue.

Conclusion

By Lisa Timanus

Through this study, the City of San Marcos and California State University San Marcos teamed up to improve parking, and thus, the quality of life for San Marcos residents, students, and community members. Using primarily qualitative research (in-depth interviews and focus groups) and some quantitative research (surveys), we found a diversity of opinion across stakeholders. Basic agreement exists about the origins of the parking problem in Rosemont but parties disagree about the extent and nature of the problem and what should be done to resolve it. While the Rosemont residents interviewed grow increasingly frustrated by what they see as a substantial issue which they feel is not being adequately addressed, the City remains seemingly unconvinced that the problem is any greater than parking elsewhere in the community. Our findings show that the parking issues in Rosemont are multi-faceted and highlight the need to approach the problem on a number of fronts – at the University, in the surrounding community, and in the Rosemont neighborhood. Our analysis suggests that the overcrowded parking in the Rosemont development stems from three sources: 1) CSUSM students who find the University's parking permit overpriced and/or those who felt parking on campus was scarce; 2) Inhabitants of the nearby apartment and condominium complexes who had limited or too costly parking options and compensated by parking in the surrounding community; and 3) to a lesser degree, employees and possibly patrons of Campus Pointe II who struggle to find parking in the very small parking lot of that business area. It is worth noting that the inhabitants of the apartments and condominiums may also be students, adding to residents' impression that students are pouring into their neighborhood, but solutions for this source of parking will necessarily be different from students parking in the neighborhood to attend classes.

Our study is one of many steps forward in solving this issue. In terms of future steps, we suggest greater exploration of how to ease parking issues at Campus Pointe II and in the nearby apartment complexes. This

should be approached through further information gathering and community discussions, for example, the City may consider holding focus groups with apartment/condo residents and business patrons and employees as well as working with apartment complex managers and business owners and management to brainstorm ways of alleviating parking scarcity. We also suggest that the City partner with University to develop some of the more realistic solutions featured in this report such as park-and-walk lots, shuttle services, and subsidized parking permits for financial aid students. The City may also consider further exploring a permit program and time-limited parking in Rosemont. As the City and the University continue to grow, parking in the area will become ever more complicated and, thus, we recommend that the City begin to move forward with concrete interventions, even if, at least initially, they are small in nature.

APPENDIX

In-depth Interview Questions for Rosemont Residents

*Thanks for agreeing to be interviewed. I'm from a qualitative research methods class at CSUSM. This project is a collaboration between the City and CSUSM's Office of Community Engagement on parking issues in the Rosemont development near campus.

*I want you to know that your answers will be kept confidential. We won't link your identity to anything you say. If we use your words in our report, we will obscure your identity (for example, if you live in the neighborhood, we will say you are a resident but not identify the street you live on OR if you are an employee of a nearby business we won't identify which on). You are free to stop the interview at any time or skip any questions you don't want to answer. I'd like to record the interview to help us with analysis. The transcription will only be used by our class. Just so you know where we are going, I have questions about Y, Y, Z.

1. Tell me about the parking issue in your neighborhood.
2. How long has this problem been going on?
3. Tell me about the ways this parking issue affects you. The neighborhood?
4. How would you characterize the severity of this problem?
5. What are some of the patterns you have noticed with these non-resident parkers? (Probes: time of day, day(s) of the week, time(s) of year etc.).
6. Who do you think these parkers are? (Probes: Students or employees of nearby businesses or others?)
What makes you think that?
7. How have you determined that the parkers are not residents or guests of residents?
8. What do you think is the root of the problem?
9. Tell me about any interactions between the residents and the non-resident parkers you may have heard about.
10. The City informed us that they have given out notices to some homeowners who are not utilizing their garage for parking.
Tell me about your personal parking situation. (Probes: garage, street, driveway)
Has the HOA been encouraging you to use your garage for parking?
Does not having available garage parking contribute to this situation?
11. What kind of non-resident parking seems reasonable on public streets in a neighborhood like yours?
12. What should CSUSM do about this, if it is students parking in your neighborhood?
13. What solutions would you suggest for the current parking situation?
14. Is there anything else I should know?

In-depth Interview Questions for HOA Board Members

*Thanks for agreeing to be interviewed. I'm from a qualitative research methods class at CSUSM. This project is a collaboration between the City and CSUSM's Office of Community Engagement on parking issues in the Rosemont development near campus.

*I want you to know that your answers will be kept confidential. We won't link your identity to anything you say. If we use your words in our report, we will obscure your identity (for example, if you live in the neighborhood, we will say you are a resident but not identify the street you live on OR if you are an employee of a nearby business we won't identify which one). You are free to stop the interview at any time or skip any questions you don't want to answer. I'd like to record the interview to help us with analysis. The transcription will only be used by our class. Just so you know where we are going, I have questions about Y, Y, Z.

1. Tell me about the parking issue in your neighborhood.
2. How long has this problem been going on?
3. Tell me about the ways this parking issue affects you. The neighborhood?
4. How would you characterize the severity of the problem?
5. What are some of the patterns you have noticed with these non-resident parkers? (Probes: time of day, day(s) of the week, time(s) of year etc.).
6. Who do you think these parkers are? (Probes: Students or employees of nearby businesses or others?)
What makes you think that?
How have you determined that the parkers are not residents or guests of residents?
7. What do you think is at the root of the problem?
8. What kinds of actions has the HOA taken to address the problem?
9. Tell me about any interactions between the residents and the non-resident parkers you may have heard about.
10. The City informed us that they have given out notices to some homeowners who are not utilizing their garage for parking.
Tell me about your personal parking situation. (Probes: garage, street, driveway, problematic?)
Has the HOA been encouraging residents to use their garages for parking?
Does not having available garage parking contribute to this situation?
11. What kind of non-resident parking seems reasonable on public streets in a neighborhood like yours?
12. What should CSUSM do about this, if it is students parking in your neighborhood?
13. What solutions would you suggest for the current parking situation?
14. Is there anything else I should know?

In-depth Interview for Apartment Complex Resident

*Thanks for agreeing to be interviewed. I'm from a qualitative research methods class at CSUSM. This project is a collaboration between the City and CSUSM's Office of Community Engagement on parking issues in the Rosemont development near campus.

*I want you to know that your answers will be kept confidential. We won't link your identity to anything you say. If we use your words in our report, we will obscure your identity (for example, if you live in the neighborhood, we will say you are a resident but not identify the street you live on OR if you are an employee of a nearby business we won't identify which on). You are free to stop the interview at any time or skip any questions you don't want to answer. I'd like to record the interview to help us with analysis. The transcription will only be used by our class. Just so you know where we are going, I have questions about Y, Y, Z.

1. Tell me about parking in your complex. Probes: Is there enough parking in your complex? Tell me about some of the parking difficulties you have experienced in your complex.
2. Tell me about any times when you (or your roommates) have had to park outside the complex while you were home or in the area. Please give details (why? what street did you park on? for how long? what time of day?).
3. When friends visit, where do they park? Please be as specific as possible (problematic times of the day, street names, etc.).
4. How has that been for your friends?
5. Please describe any issues that you (or your visitors) have had when parking outside of your complex (e.g., trouble finding spots, negative interactions with residents, parking tickets, etc.). Probe for details about any of these experiences.
6. Are you a student? Tell me about your experiences of parking on campus. Probe: Do you ever have to park off campus? Probe for details.
7. How could parking be improved for you at home? Please explain.

Surveys for Non-resident Parkers

Introduction: Hi, I'm X from Cal State San Marcos. Our research methods class has teamed up with the City to do a study of parking in this neighborhood. I'd love to ask you 7 quick questions about parking – should take 2-3 minutes. The study is completely confidential. We are not going to get you in trouble for parking here; this is a public street and you are legally permitted to park here. In return for completing the survey and for your time, I have a \$5 Starbucks card for you. I am happy to talk and walk if that's better for you.

1. Do you live in the neighborhood (on Yarrow, Carnation, or Violet)? (If no, ask the rest of the questions; if yes, thank them for their time)
2. How often do you park here?
3. (If applicable) How long have you been parking here?
4. Where are you (circle one) going/coming from right now - school, work, home, a friend's?
5. Which of the following reasons best explains why you park here (and not on campus/at work/in your apartment complex) (read all and choose all that apply)?
 - a. I can't afford a campus parking pass.
 - b. I don't want to pay for a campus parking pass.
 - c. It is difficult to find parking on campus.
 - d. It is difficult to find parking at work. Where do you work? _____
 - e. It is difficult to find parking in my apartment complex. Please identify complex: _____
 - f. I know people in this neighborhood and they've told me I can park here.
 - g. I am visiting someone who lives near here but cannot park on their street/in their complex.
 - h. Some other reason:
6. If you have parked in this neighborhood before, have you had any issues with parking here?
7. Seems like it is an inconvenience to walk so far. What would improve your parking situation?

Thank you so much for helping us!

Time: _____ Date: _____
 Gender: _____ Race: _____

Survey for Tesoro Construction Workers

Hello! We are a CSUSM research methods class that has partnered with the City of San Marcos to conduct a study of parking in the Rosemont neighborhood. We would appreciate your help in understanding some of the parking issues in this area. You do not need to write your name on this brief survey. All of your answers will be kept confidential. If you have any questions or would like to contact us, please visit our website:

<http://www.csusm.edu/sociology/untitled.html>

Thank you!

1. When you are working at the Tesoro development, where do you park?
 - a. Onsite
 - b. Offsite
 - c. Both onsite and offsite

2. If you park offsite, where do you park? (Please be specific and include, if possible, street names, how many times per week you park there, times of day you park)

3. What guidance does your employer give employees about offsite parking?

4. How would you characterize parking for work in this development on most days?
 - a. Difficult
 - b. Somewhat difficult
 - c. Neutral
 - d. Somewhat easy
 - e. Easy

5. If you have parked offsite, have you encountered any difficulties in doing so? Please explain.

6. How could your work parking situation be improved?

7. Is there anything else we should know about parking in this area?

Thank you for your time!

Please return this survey to your supervisor by November 1, 2017.

Flier for Residents



Have an opinion about non-residents parking in your neighborhood?

Help us document this issue by participating in a brief interview or focus group conducted by CSUSM students. The City of San Marcos has partnered with our research methods class to better understand parking in your neighborhood. We will be interviewing Rosemont residents during October and would appreciate your participation in our study.

To participate or inquire further about the project, please contact our professor, Dr. Jill Weigt (jweigt@csusm.edu or 760 750 4178)

In-depth Interview Questions for Campus Point II Employees

*Thanks for agreeing to be interviewed. I'm from a qualitative research methods class at CSUSM. This project is a collaboration between the City and CSUSM's Office of Community Engagement on parking issues in the Rosemont development near campus.

*I want you to know that your answers will be kept confidential. We won't link your identity to anything you say. If we use your words in our report, we will obscure your identity (for example, as an employee I will not specify which business you work at). You are free to stop the interview at any time or skip any questions you don't want to answer. I'd like to record the interview to help us with analysis. The transcription will only be used by our class. Just so you know where we are going, I have questions about your opinion on the parking situation, what the problem is, the cause of the problem, as well as any solutions you might have to solve this situation.

1. As an employee here, what has been your experience with parking?
2. Where do you usually park?
3. Have you had any problems?
4. What is at the root of the parking problems at the Campus Pointe?
Probes: How long has this been an issue? Any particular day or time you find it harder to find parking?
5. As a class, we are studying parking in the Rosemont area. We understand from conversations that you have parked there. How often do you park there?
6. Who else do you think is parking there? And why?
Probes: What about residents of the apartment complex? Do you think students park here for school? Other businesses? Construction? Any others?
7. Tell me about any issues you have had parking in Rosemont. Probe: Have you had any interactions with the residents in the neighborhood: harassment, vandalism, etc.?
8. Tell me about any encounters you have had with the residents.
9. Have you heard about any other encounters co-workers have had? Tell me about those.
10. If you have had a bad experience in the residential area, do you continue to park there? Why?
11. What would you do if parking in the residential neighborhood was no longer an option?
12. How do you think the parking issue at Campus Pointe should be resolved?

In-depth Interview Questions for Students

*Thanks for agreeing to be interviewed. I'm from a qualitative research methods class at CSUSM. This project is a collaboration between the City and CSUSM's Office of Community Engagement on parking issues in the Rosemont development near campus.

*I want you to know that your answers will be kept confidential. We won't link your identity to anything you say. If we use your words in our report, we will obscure your identity. You are free to stop the interview at any time or skip any questions you don't want to answer. I'd like to record the interview to help us with analysis. The transcription will only be used by our class. Just so you know where we are going, I have questions about Y, Y, Z.

1. What do you think about parking on campus?
 - a. Please tell me about your experience with parking here in Cal State San Marcos.

2. What are some obstacles to parking on campus?
 - a. What time would you say is the hardest time to find parking?
 - b. Does it affect you time-wise? In other ways?
 - c. How often do you drive to campus per week?

3. How far would you be willing to park your car in order to save money?
 - a. Would you be willing to park across from Campus Pointe II? (show map, if necessary)

4. Please tell me about your experiences parking offsite.
 - a. Any problems?
 - b. Have any of your friends had any issues? Please explain.
 - c. If you have had any problems, how frequently has this happened?

5. Should students be allowed to park offsite? Please explain your position.

6. If you were a resident in a nearby neighborhood, how would you feel if college students parked on your street?
 - a. What can be done to prevent this issue?

7. If the University provided park and ride services (and shuttled you in from offsite) for a reduced price, would you use this service?

8. If the University tweeted parking updates, would you use this service?

9. What else can be done to help improve the parking at Cal State San Marcos?

10. Anything we haven't asked about that you would like to tell us?

11. Year in school? Age? M/F? Race?