

Temporary Village Parking Committee
Summary and Recommendations
March 23, 2023

The following report reflects the majority view of the committee members which consisted of Village residents and merchants as well as two members of the City Council and a member of the Finance Advisory Committee.

Executive Summary

The following recommendations are made as an effort to alleviate traffic in the Village by directing visitors to the Upper and Lower Beach and Village parking lots while also maintaining a revenue source for administering the parking program.

Specific Recommendations:

- Parking Rates
 - ❖ Increase parking rates from \$1.50 per hour to \$2.00 per hour in the Village and maintain three-hour maximum. *(Estimated revenue increase = \$161,000)*
 - ❖ Increase parking rates from \$1.00 per hour to \$2.00 per hour on Cliff Drive and maintain twelve-hour maximum. *(Estimated revenue increase = \$97,000)*
 - ❖ Increase parking rates from \$0.50 per hour to \$1.00 per hour in the Upper and Lower Beach and Village parking lots and maintain twelve-hour maximum. *(Estimated revenue increase = \$157,000)*
- Parking Permits
 - ❖ Add Holidays as a parking permit requirement on Fanmar / Terrace and the 300 block of San Jose Avenue (currently only restricted on weekends)
 - ❖ Transferrable permits – Capitola Hotel – increase from \$50 per year to \$365 per year, maximum of 10 permits, allow additional accommodations for availability of parking spaces, and consider dedicated space in front of the hotel at same \$3,400 annual cost as outdoor dining program.
 - ❖ Surf & Coffee Permits – increase from \$50 per year to \$55 per year and increase number of permits from 75 to 100.
- Parking Signs
 - ❖ Replace existing signs with surfboard design to be consistent with the new sign in the Village.
 - ❖ Install parking signs (banners) over Capitola Ave. near entrance to Beach & Village parking lots as well as over parking lot entrances on Bay Avenue and Monterey/Park Avenue.
 - ❖ City staff should work with County Assessor and U.S.P.S. to change parking lot address from 426 Capitola Ave. to Bay, Monterey, and Park Ave. entrance addresses to make it easier to find with mapping Aps.
 - ❖ City staff should work with Google Maps, Apple Maps, Waze, etc. to move pin when searching for parking to Bay, Monterey, and Park Ave. entrances.

- Other
 - ❖ Rename Upper and Lower Beach & Village parking lots to Capitola Beach & Village Lot #1 and Capitola Beach & Village Lot #2 and make sure signs state that it is All Day Parking.
 - ❖ City staff should explore options to notify motorists when Esplanade parking is full.
- Action Items
 - ❖ Parking Committee recommendation to City Council
 - ❖ City Council Municipal Code update
 - ❖ Submit update to Coastal Commission for certification
 - ❖ Coastal Commission adoption or conditional approval
 - Coastal Commission certification is a 6-month process

Background

On April 28, 2022, the City Council approved the Temporary Village Parking Committee (TVPC) Goals and made appointments to the committee consisting of three City residents, three Village business representatives, one member of the Finance Advisory Committee, and two members of the City Council.

Committee Organization

The organizational meeting was held on May 31, 2022, in the Community Room. During the meeting the committee appointed a Chairperson and Vice Chairperson, adopted the meeting schedule, reviewed the workplan and goals, and reviewed parking meter areas and rates.

- Members of the TVPC consist of:
 - Dennis Norton – City resident – Committee Chairperson
 - Margaux Keiser – Vice Mayor – Vice Chairperson
 - Jacques Bertrand – City Councilmember
 - Anthony Guajardo – Village business representative
 - Vicki Guinn – Village business representative
 - Carin Hanna – Village business representative
 - Molly Ording – City resident
 - Anthony Rovai – Finance Advisory Committee representative
 - Peter Wilk – City resident
- City staff support:
 - Andy Dally – Police Chief
 - Katie Herlihy – Community Development Director
 - Tracie Hernandez – Police Records Manager
 - Jessica Kahn / Steve Jesberg – Public Works Director
 - Jim Malberg – Finance Director

The TVPC met seven times during the summer and fall. While the committee members recognized that the priorities of the residents and merchants are not always consistent, they worked together to achieve a common ground to maintain a vibrant Village attractive to residents and supportive of compatible businesses and services for residents and visitors alike.

Committee Goals

- Examine parking meter rates to determine if there should be an inflation adjustment
- Evaluate equity between permit costs / utility for Village parking
- Examine changes to parking program rules and rates to encourage use of Upper and Lower Beach and Village parking lots
- Evaluate opportunities to reduce parking impacts on neighborhoods, without expanding permit zones or Coastal Commission approval of permit rules
- The TVPC did NOT review the following:
 - Changes in parking meter zone areas
 - Changes to permit parking program boundaries
 - Consider new parking meter areas or permit areas

Committee Workplan

The following workplan was adopted to achieve the goals of the TVPC:

Goal	Actions
Examine parking meter rates to determine if there should be an inflation adjustment.	<ul style="list-style-type: none"> • Review data regarding how parking costs have changed • Compare rates to other coastal cities • Evaluate change in CPI since last adjustment • Evaluate ratio of parking rates in Village to Beach and Village Parking Lots
Evaluate equity between permit costs/utility for Village Parking	<ul style="list-style-type: none"> • Review data regarding costs for various parking permit types, and rights associated with each • Compare costs to existing per space meter revenue
Examine changes to parking programs rules and rates to encourage use of upper and lower Beach and	<ul style="list-style-type: none"> • Examine if there are new permit variants that could be offered at low/no cost • Examine if other permit rates can be adjusted to encourage use of remote lots

Evaluate opportunities to reduce parking impacts on neighborhoods, without expanding permit zones or Coastal Commission-approved permit rules	<ul style="list-style-type: none"> Evaluate parking permit rules, that are not subject to Coastal Commission review
Parking Committee will not review:	
<ol style="list-style-type: none"> Changes in parking meter zone areas Changes permit parking program boundaries Consider new parking meter areas or permit areas 	

Information Reviewed

The TVPC reviewed and discussed the following information:

- Coastal Commission opinion
 - Overall support
 - Coastal Plan amendment
 - Individual CDP's (permitting)
- Review of existing parking rates for coastal California cities
- Review of the rules and boundaries of the existing permit parking programs authorized in the Village and surrounding neighborhoods
- Parking meter and Permit parking historic revenue analysis
- Identify all necessary zoning and policy changes
- CEQA compliance review if necessary
- Inflation rates since last update
- Location and type of parking signage throughout City

Observations

- The committee discussed various parking rate structures including variable rates related to peak and non-peak seasons. Also discussed were creating free parking areas or free parking seasons in the Beach & Village lots to encourage use of those parking lots. Ultimately the TVPC reached consensus that keeping the program as simple as possible would be the best approach.
- Many visitors encounter difficulties using the parking pay stations and ease of use should be a consideration when current pay stations require replacement.
- The parking permit program is working as intended with the exception of possible equity adjustments related to transferable parking permits.
- Utilizing consistent signage and increasing that signage could be instrumental in directing visitors to the Upper and Lower Beach & Village parking lots during high traffic time periods.
- Additional revenues generated could be utilized for program enhancements such as equipment upgrades and additional signage.

Recommendations

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- Other
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Summary

Parking in the Village has been and will continue to be an ongoing challenge. It is important that the City Council continue to engage with residents and business owners looking for ways to continually improve the parking program. In order to maintain a vibrant Village, it is crucial that the experiences of residents, business owners, and visitors are pleasant, and parking is a critical part of that experience.