



AGENDA

TEMPORARY VILLAGE PARKING COMMITTEE

Tuesday, February 28, 2023

6:00 PM

Capitola City Hall, Council Chambers
420 Capitola Ave
Capitola CA 95010

PLEASE NOTE THIS IS AN IN-PERSON MEETING AND NO REMOTE ACCESS WILL BE PROVIDED

CALL TO ORDER AND ROLL CALL

Commissioners: Jacques Bertrand, Vicki Guinn, Anthony Guajardo, Carin Hanna, Margaux Keiser, Dennis Norton, Molly Ording, Anthony Rovai, Peter Wilk

ORAL or WRITTEN COMMUNICATIONS

The Chair may announce and set time limits at the beginning of each agenda item. The Committee Members may not discuss Oral Communications to any significant degree but may request issues raised be placed on a future agenda.

APPROVAL OF MINUTES – from November 29, 2022

GENERAL BUSINESS

- A. Review outline of final report

ITEMS FOR FUTURE AGENDAS

- A. Future meetings dates, if any

ADJOURNMENT

Notice: The Temporary Village Parking Committee meets monthly 6:00 PM.

Agenda and Agenda Packet Materials: The Temporary Village Parking Committee Agenda is available on the City's website: www.cityofcapitola.org/ a minimum of 24 hours prior to a meeting. If you need additional information, please contact the Public Works Department at (831) 475-7300.

Americans with Disabilities Act: Disability-related aids or services are available to enable persons with a disability to participate in this meeting consistent with the Federal Americans with Disabilities Act of 1990. Assisted listening devices are available for individuals with hearing impairments at the meeting in the City Council Chambers. Should you require special accommodations to participate in the meeting due to a disability, please contact the City Clerk's office at least 24-hours in advance of the meeting at 831-475-7300. In an effort to accommodate individuals with environmental sensitivities, attendees are requested to refrain from wearing perfumes and other scented products.

Committee Goals

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-approve 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"> 1. Changes in parking meter zone areas 2. Changes permit parking program boundaries 3. Consider new parking meter areas or permit areas 	

Temporary Village Parking Committee
November 29, 2022
Meeting Minutes

The meeting was held in person and began at 6:00 p.m.

Members present: Jacques Bertrand, Vicki Guinn, Anthony Guajardo, Carin Hanna, Dennis Norton, Molly Ording, Anthony Rovai, and Peter Wilk

City Staff Present: Andy Dally, Police Chief
Sarah Ryan, Police Captain
Jessica Kahn, Public Works Director
Jim Malberg, Finance Director

Community Members Absent: Margaux Keiser

Written and Oral Communications: Staff suggested to the committee that the next regular meeting be held on Tuesday Jan. 10, 2023 to which the committee agreed.

Approval of the minutes: Minutes from October 25, 2022, were moved by Anthony Rovai, seconded by Anthony Guajardo and approved unanimously.

General Business

- A. Continued discussion and deliberations of parking permit program. The committee reviewed and discussed the permit parking program reaching consensus on the following recommendations:
 - a. Add Holidays as a parking permit requirement on Fanmar / Terrace and the 300 block of San Jose Avenue (currently only restricted on weekends)
 - b. Increase the transferable permits for the Capitola Hotel from \$50 annually to \$365 annually maintaining a maximum of 10 permits.
 - c. Increase the Surf & Coffee permits from \$50 annually to \$55 annually and increase the number of permits issued from 75 to 100.
- B. Continued review of current signage for the Beach and Village parking lots. The committee reached consensus on the following recommendations:
 - a. Replace existing signs with surfboard design to be consistent with the new sign in the Village.
 - b. 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.
 - c. 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 Apps.
 - d. 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.

The Committee also included the following recommendations as part of the signage discussion:

- a. 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.
- b. City staff should explore options to notify motorists when Esplanade parking is full.
- C. The committee continued the discussion of the draft final report until the Jan. 10, 2023 meeting to allow staff time to incorporate the remaining recommendations.

Items for Future Agendas –

- A. Review outline of final report.

Adjournment: The Committee adjourned at 7:30 PM to the next regularly scheduled meeting on January 10, 2023.

Approved at meeting of _____, 2022

Jim Malberg
Finance Director

CITY OF CAPITOLA TRAFFIC AND PARKING COMMISSION Agenda Report

Meeting Date: February 28, 2023

Agenda Item: A

Subject: Review Outline of Final Report

The primary goal of the Temporary Village Parking Committee (TVPC) is to develop recommendations to the City Council on the following:

- 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 programs 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-approve permit rules

Those recommendations will be presented to the City Council in the form of a final report. The draft of that report will be reviewed by the committee prior to finalizing.

Temporary Village Parking Committee
Summary and Recommendations
February 28, 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
 - ❖ 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 course of 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:

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Evaluate opportunities to reduce parking impacts on neighborhoods, without expanding permit zones or Coastal Commission-approve permit rules	<ul style="list-style-type: none"> Evaluate parking permit rules, that are not subject to Coastal Commission review
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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

- Parking Rates
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 - ❖ City staff should explore options to notify motorists when Esplanade parking is full.

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.