



AGENDA
TRAFFIC AND PARKING COMMITTEE
REGULAR MEETING
WEDNESDAY, JANUARY 13, 2016
6:30 PM
COMMUNITY ROOM
420 CAPITOLA AVENUE, CAPITOLA, CA 95010

CALL TO ORDER AND ROLL CALL

Committee Members: Ron Burke, Willie Case, Ron Graves, Carin Hanna, Margaret Kinstler, Mike Lee, Molly Ording, Steven Ross, Nels Westman, T.J. Welch

ORAL COMMUNICATIONS *(No action may be taken)*

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 of November 4, 2015

OTHER BUSINESS

1. 3-hour parking in Village
2. Employee permit parking

ITEMS FOR FUTURE AGENDAS

1. Neighborhood Permit Parking Review
2. Parking Structure recommendations

ADJOURNMENT to March 9, 2016

Notice: The Traffic and Parking Committee meets on the second Wednesday every other month beginning in January at 6:30 PM in the Community Room located at 420 Capitola Avenue, Capitola.

Agenda and Agenda Packet Materials: The Traffic and Parking Committee is available on the City's website: www.cityofcapitola.org/ on Friday prior to the Tuesday meeting. If you need additional information please contact the Community Development Department at (831) 475-7330.

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.

November 4, 2015
Traffic and Parking Commission
Meeting Minutes

The meeting began at 6:30 p.m.

Members present: Willie Case, Ron Graves, Carin Hanna, Margaret Kinstler, Mike Lee, Molly Ording, Steve Ross, Nels Westman

Members absent: Ron Burke, TJ Welch

City Staff Present: Steven Jesberg, Public Works Director (Commission staff)

Community Members Present: None

2. Written and Oral Communications: None
3. Approval of the minutes: September 4, 2015 minutes were approved
4. Other Business
 1. Introduction of new commissioner Willie Case. Willie is the new Village Business representative and has owned the Wharf House restaurant for the past 27 years
 2. Approval of 2016 Meeting Schedule. Unanimously approved as submitted
 3. Discussion on updating the parking structure recommendation. Steve Jesberg reviewed the proposal from Watry Design to update the 2011 parking structure report for a two storey, 450 space structure at a cost of \$7,500. Ron Graves stated that any updates to the report should only occur when there is a private partner willing to help finance the structure. A commission discussion ensued about the operation of the existing Beach and Village Lots, the need for a parking structure and the need to provide employee parking. Nels Westman reviewed previous efforts and discussions on the parking structure and stated he believed the commission should continue to study the structure and develop a strategy that would be acceptable to the community. A broad discussion followed primarily focusing on employee parking and the neighborhood parking permit program. There was a consensus of the commission to continue the discussion on the parking structure to a future agenda. Direction was also given to place on the next agenda a discussion on employee permit parking and then place on the March agenda a discussion on the neighborhood parking permit program.

Adjournment: The Commission adjourned to the next regularly scheduled meeting on January 13, 2016

Approved at meeting of January 13, 2016

Steven E. Jesberg
Public Works Director

CITY OF CAPITOLA TRAFFIC AND PARKING COMMISSION Agenda Report

Meeting Date: January 13, 2016

Agenda Item: 1

Subject: 3-hour parking in Village

In May of last year the City enacted a trial period of increasing the parking time limit in the Village from 2 hours to 3 hours. The Commission had reviewed this matter in November of 2013, and at that time the commission recommended remaining with the 2 hour limit.

The City has collected various data points from the past two summers for comparison.

- Meter revenue in the Village
- Village sales tax receipts
- Parking citations issued and fines collected

The City Council is scheduled to consider this issue at their January 28th meeting. It is recommended that the Commission discuss this matter and make a recommendation to the Council.

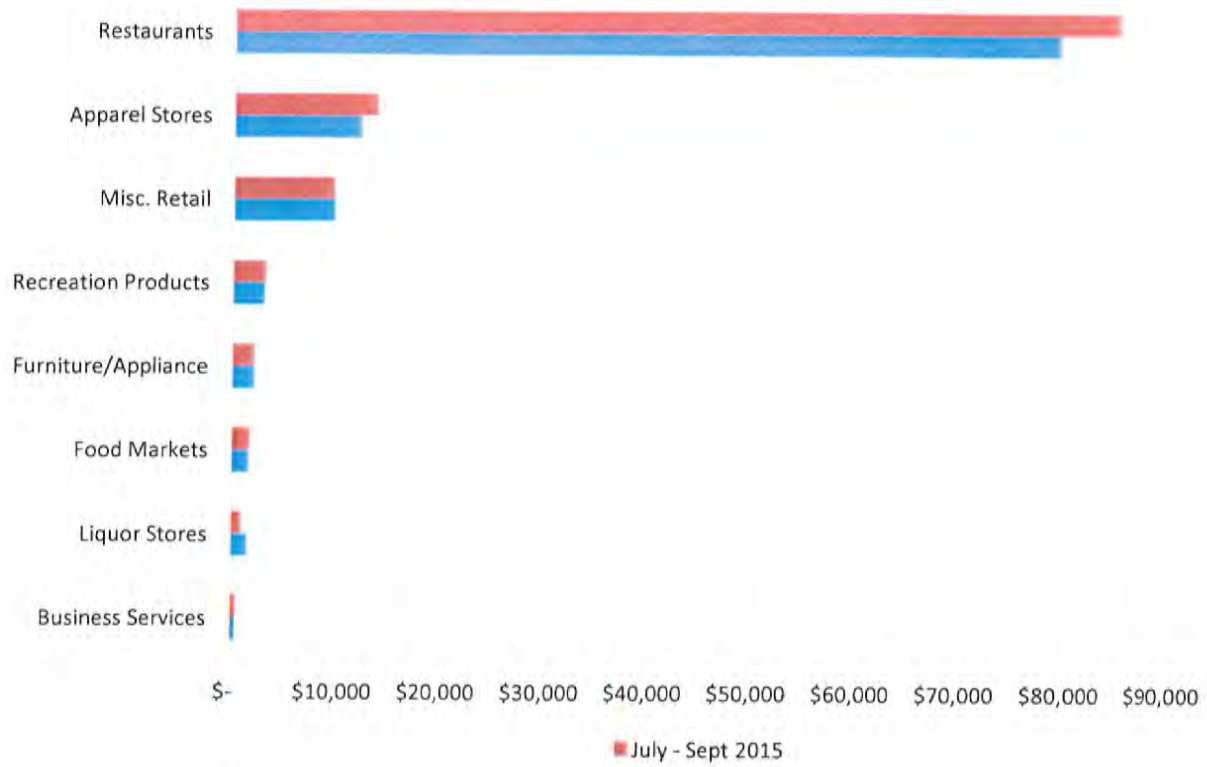
Village Meter & Pay Station Revenue

Village Meter & Pay Station Revenue			
	2015	2014	Change
MAY	\$ 49,846	\$ 55,808	-11%
JUNE	\$ 63,149	\$ 51,853	22%
JULY	\$ 60,056	\$ 57,348	5%
AUG	\$ 61,996	\$ 54,458	14%
SEPT	\$ 54,951	\$ 46,091	19%
Totals	\$ 289,999	\$ 265,559	9%

Village Meter & Pay Station Revenue



Village Sales Tax Receipts Q1 2014 vs. 2015

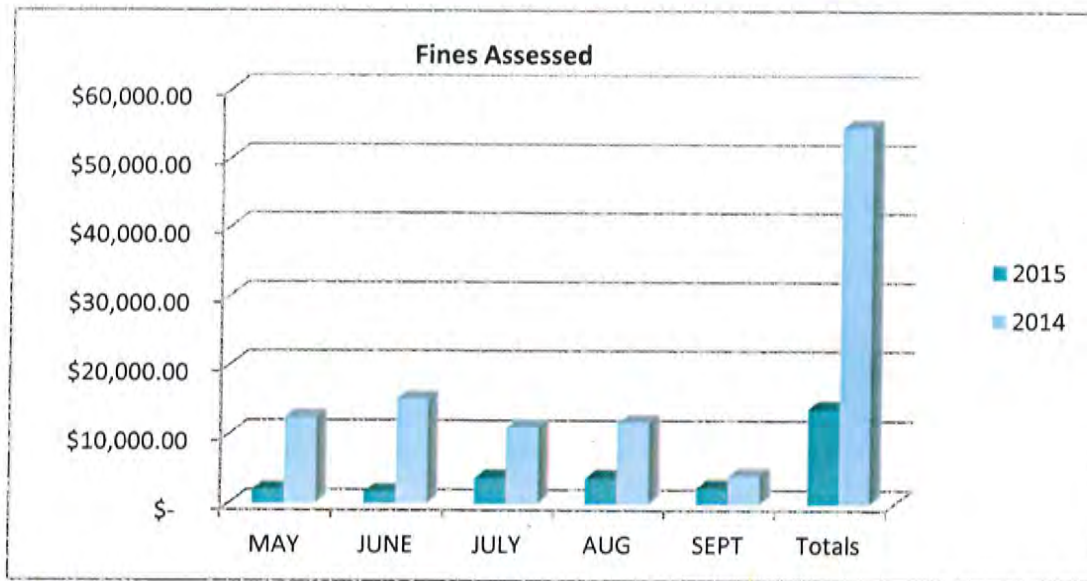
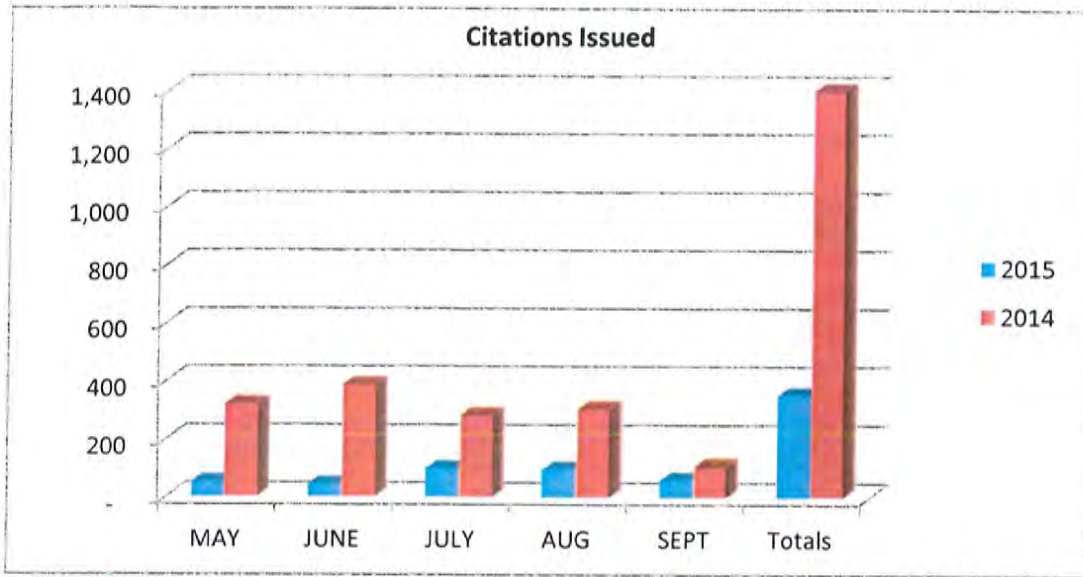


May through September 2

Citations Issued			
	2015	2014	Change
MAY	53	320	-83%
JUNE	45	387	-88%
JULY	98	283	-65%
AUG	97	303	-68%
SEPT	61	107	-43%
Totals	354	1,400	-75%

Fines Assessed			
	2015	2014	Change
MAY	\$ 2,067.00	\$ 12,480.00	-83%
JUNE	\$ 1,755.00	\$ 15,093.00	-88%
JULY	\$ 3,822.00	\$ 11,037.00	-65%
AUG	\$ 3,783.00	\$ 11,817.00	-68%
SEPT	\$ 2,379.00	\$ 4,173.00	-43%
Totals	\$ 13,806.00	\$ 54,600.00	-75%

! Hr & 3 Hr Citation Statistics



**CITY OF CAPITOLA
TRAFFIC AND PARKING COMMISSION
Agenda Report**

Meeting Date: January 13, 2016

Agenda Item: 2

Subject: Employee Permit Parking Program

The Commission is trying to develop a program to revise the existing Village employee parking program to provide free or low cost parking for all employees in the Beach and Village Parking Lot No. 2. Attached is the parking meter revenue for the past 2 ½ years and information on the Junior Guard parking permits issued this past summer. Information on the number of permits issued under the current employee permit program will be available at the meeting.

The development and implementation of this program should include outreach to the businesses and will need approval by the City Council. Depending on how the new program modifies the existing program, consultation with the Coastal Commission may be necessary.

**Parking Meter Actual Revenues
by Fiscal Year**

2013/14	ACTUAL REVENUES			TOTAL
	CLIFF	PAC COVE	VILLAGE	
JULY	\$ 9,346	\$ 16,593	\$ 62,909	\$ 88,848
AUG	\$ 7,958	\$ 14,092	\$ 54,810	\$ 76,860
SEPT	\$ 7,198	\$ 10,092	\$ 48,878	\$ 66,168
OCT	\$ 5,610	\$ 5,662	\$ 49,833	\$ 61,105
NOV	\$ 3,156	\$ 2,285	\$ 38,511	\$ 43,952
DEC	\$ 2,253	\$ 1,823	\$ 11,946	\$ 16,022
JAN	\$ 6,507	\$ 7,435	\$ 42,391	\$ 56,333
FEB	\$ 3,558	\$ 4,106	\$ 37,229	\$ 44,893
MAR	\$ 5,032	\$ 6,567	\$ 44,082	\$ 55,681
APR	\$ 7,033	\$ 7,383	\$ 45,957	\$ 60,373
MAY	\$ 10,313	\$ 13,545	\$ 55,808	\$ 79,666
JUNE	\$ 10,593	\$ 19,222	\$ 51,853	\$ 81,668
Totals	\$ 78,557	\$ 108,805	\$ 544,207	\$ 731,569

Pay stations added in Beach 1

Beach and Village 2 opened

B&V2 = \$10,500

2014/15	ACTUAL REVENUES				TOTAL
	CLIFF	B&V 1	B&V 2	VILLAGE	
JULY	\$ 13,437	\$ 20,243	\$ 7,701	\$ 57,348	\$ 98,728
AUG	\$ 11,368	\$ 13,404	\$ 9,457	\$ 54,458	\$ 88,687
SEPT	\$ 7,413	\$ 13,396	\$ 4,779	\$ 46,091	\$ 71,680
OCT	\$ 3,465	\$ 4,136	\$ 1,804	\$ 50,211	\$ 59,616
NOV	\$ 4,698	\$ 5,101	\$ 487	\$ 30,368	\$ 40,653
DEC	\$ 1,126	\$ 840	\$ 250	\$ 4,652	\$ 6,868
JAN	\$ 4,344	\$ 5,592	\$ 2,727	\$ 47,460	\$ 60,124
FEB	\$ 5,669	\$ 6,795	\$ 2,621	\$ 44,128	\$ 59,213
MAR	\$ 6,610	\$ 8,105	\$ 3,100	\$ 48,885	\$ 66,700
APR	\$ 9,575	\$ 11,295	\$ 2,027	\$ 54,685	\$ 77,581
MAY	\$ 6,484	\$ 9,769	\$ 3,102	\$ 49,846	\$ 69,201
JUNE	\$ 13,308	\$ 16,616	\$ 6,586	\$ 63,149	\$ 99,659
Totals	\$ 87,498	\$ 115,291	\$ 44,640	\$ 551,281	\$ 798,711

3-hour parking in Village

2015/16	ACTUAL REVENUES				TOTAL
	CLIFF	B&V 1	B&V 2	VILLAGE	
JULY	\$ 12,322	\$ 19,751	\$ 9,513	\$ 60,056	\$ 101,642
AUG	\$ 10,224	\$ 17,539	\$ 8,161	\$ 61,996	\$ 97,920
SEPT	\$ 12,445	\$ 11,736	\$ 5,260	\$ 54,951	\$ 84,392
OCT	\$ 6,449	\$ 7,745	\$ 4,126	\$ 56,005	\$ 74,325
NOV	\$ 3,827	\$ 4,255	\$ 669	\$ 35,789	\$ 44,540
DEC	\$ 1,487	\$ 2,150	\$ 1,120	\$ 12,101	\$ 16,858
JAN					\$ -
FEB					\$ -
MAR					\$ -
APR					\$ -
MAY					\$ -
JUNE					\$ -
Totals	\$ 46,754	\$ 63,176	\$ 28,849	\$ 280,898	\$ 419,677

JUNIOR GUARDS 2015 Parking Permits

Session 1 AM	Session 1 PM	Session 2 AM	Session 2 PM
9	5	2	4
4	6	6	2
4	5	6	3
0	6	1	13
2	7	4	7
3	5	2	10
2	5	9	4
3	12	1	4
9	4	0	7
3	11	2	4
8	6	0	6
10	7	2	1
0	19	0	1
4	8	3	5
8	10	0	2
5	9	0	6
2	17	1	0
1	12	2	5
2	7	4	6
3	2	6	9
0	0	6	14
0	0	6	12
0	0	8	10
0	0	10	10
0	0	14	6
0	0	7	13
0	0	2	18
0	0	6	14
0	0	9	11
0	0	2	18
0	0	7	7
82	163	122	222
Totals			