



All-In Parking Strategies

Council Briefing

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GOAL

Answer these questions:

Should improving downtown Carmel's parking be an urgent City Council priority?

If so, what immediate actions could the City take to improve resident, business, and visitor experience?

PARKING

Why It Matters

- Visitor, business, and resident frustration is high:
Some give up and leave and it is feared many won't return
- Businesses are observing unsafe driving behaviors:
mid-block turns, speeding, distraction
- Residents are staying away from downtown, and summer events will make things more challenging
- It seems that AB 413 "Daylighting Law" made our town less safe and it could be time to reverse the state-driven mandates
- Based on two separate methods we believe Carmel is losing 10% of total revenue because of parking and traffic issues
- It may be time to test some creative, cost-effective alternatives

PARKING

Short Term Solutions

- AB 413 remediation
- On-street optimization
- Valet parking program
- Forest Theater spots
- Paid parking at Del Mar
- Workforce parking
- Encourage ridesharing
- Shuttle service for peak days and Car Week

PARKING

Walker Study 2013

SUPPLY ADEQUACY (July 11 & July 13, 2013)

STREET	2 HR	UNRESTRICT	10 MIN	30 MIN	LOADING	TOTAL
MONTE VERDE	0	-4	-1	0	1	-4
LINCOLN	-8	1	-3	0	0	-10
DOLORES	-9	-1	2	0	1	-7
SAN CARLOS	-10	-3	3	0	5	-5
MISSION	-9	0	-2	0	0	-11
JUNIPERO	0	-7	4	0	2	-1
5TH	-2	-4	0	2	0	-4
6TH	-7	0	-1	0	1	-7
OCEAN	-8	-2	4	0	1	-5
7TH	-6	2	0	0	0	-4
8TH	-4	0	0	-1	0	-5
Totals	-63	-18	6	1	11	-63
	-81		18			-63

Saturday

Thursday

Thursday

Thursday

Thursday

Saturday

Thursday

Saturday

Saturday

Thursday

Saturday

2013 Walker Study, does not factor in GROWTH and was taken from Thursday (7/11) and Saturday (7/13), the weekend AFTER the 4th of July Holiday back in 2013.

A very busy weekend of the year, but not a peak holiday/event. Current deficit is assumed to be much larger around 200-300, and closer to 350-450 on a peak holiday.

Can determine Short Term and Loading are underutilized EVEN DURING PEAK TIMES

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Price Per Spot

		YEARLY	
	Visitors	3,200,000	MCCVB's 2023 Seasonal Report (SeeMonterey.com)
Vistors/Car	Visitors / Day	8767	
2	Vehicles / Day	4384	
1800	Turns / Spot @ 2 Visitors	2.44	
Total Spots less EE Spots	Taxable Business Revenue	\$ 249,234,067	Sales Tax FY 24-25 Adopted Budget = \$3,738,511
70%	% of Taxed Business Revenue	\$ 174,463,847	
% of Rev from Spots	Revenue / Visitor	\$ 54.52	Aligns with common sense math starting from "How much does each visitor spend on average?" ≈\$50
	Revenue / Vehicle	\$ 109.04	
	Revenue / Spot / YR	\$ 96,924	Aligns with figures calculated in the past

PARKING

Potential Financial Impact

	SPOTS	45
	Revenue / Spot	\$ 96,924
	Lost Revenue	\$ 4,361,596
1.50%	City Sales Tax	\$ 65,424
0.25%	County Tax	\$ 10,904
6.00%	State Tax	\$ 261,696
1.50%	Special Tax	\$ 65,424
	Public Safety Impact	??????????
	CO2 Emission Impact	??????????
	Loss From AB 413 Spots	\$ 4,765,044
10.00%	Lost Revenue Due to Branding Impact	\$ 24,923,407
1.50%	City Sales Tax	\$ 373,851
0.25%	County Tax	\$ 62,309
6.00%	State Tax	\$ 1,495,404
1.50%	Special Tax	\$ 373,851
	Loss From Branding	\$ 27,228,822
	Total Yearly Loss	\$ 31,993,866
What to expect if nothing is done		

AB 413

Carve Out

(B) Notwithstanding subparagraph (A), **a local authority may establish a different distance if both of the following requirements are met:**

(ii) A local authority **establishes the different distance by ordinance** that includes a finding that the different distance is **justified by established traffic safety standards.**

(ii) A local authority has **marked the different distance** at the intersection using paint or a sign.

AB 413

Speed Limit Reduction

Speed plays a critical role in the cause and severity of crashes. There is a direct correlation between higher speeds, crash risk, and the severity of injuries.³

SPEED (MPH)	STOPPING DISTANCE (FT)*	CRASH RISK (%)†	FATALITY RISK (%)†
10–15	25	5	2
20–25	40	15	5
30–35	75	55	45
40+	118	90	85

* Stopping Distance includes perception, reaction, and braking times.

† Source: Traditional Neighborhood Development: Street Design Guidelines (1999), ITE Transportation Planning Council Committee 5P-8.

AB 413

Speed Limit Reduction

To counteract these gruesome and unnecessary injuries and fatalities, cities should utilize speed control mechanisms that influence behavior, lower speeds, and in turn, reduce injuries and fatalities. Embracing a proactive design approach on new and existing streets with the goal of reducing speeds “may be the single most consequential intervention in reducing pedestrian injury and fatality.”¹

AB 413

Traffic Study

- Radar speed study and pedestrian count done 11-12 on Sunday 5/11
- Ocean between San Carlos/Dolores
- 104 cars
- 85%ile came out as 13
- Fastest was 21
- 427 pedestrians crossing San Carlos
- Could use CPD equipment to conduct more thorough study



AB 413

Speed Limit Reduction (AB43/AB1014)

This bill would additionally authorize Caltrans and **a local authority to declare a speed limit of 20 or 15 miles per hour**, as specified, on these highways.

(4) Existing law **authorizes a local authority, without an engineering and traffic survey, to declare a lowered speed limit** on portions of highway, as specified, approaching a school building or school grounds. Existing law limits this authority to sections of highway meeting specified requirements relating to the number of lanes and the speed limit of the highway before the school zone.

This bill would **similarly authorize a lowered speed limit on a section of highway contiguous to a business activity district**, as defined, and would require that certain violations be subject to a **warning citation, for the first 30 days** of implementation.

AB 43 - https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=202120220AB43

AB 1014 - https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=202520260AB1014

AB 413

Safety History

Pedestrian Fatality Rate Ranking: Carmel

Based on the provided search results, Carmel-by-the-Sea, CA is not explicitly ranked in the pedestrian fatality rate city ranking tables. However, I can provide some general information and statistics on pedestrian safety in Carmel-by-the-Sea.

According to the FBI's Uniform Crime Reporting (UCR) Program, which collects and analyzes crime data from law enforcement agencies across the United States, Carmel-by-the-Sea reported **zero pedestrian fatalities in 2020.** This information is based on the FBI's Crime in the United States report, which aggregates data from participating law enforcement agencies.

AB 413

Summary of Path Forward

History – Consistently ranked near the lowest in pedestrian casualties

Key Carve Out Language - Ordinance based on traffic safety standards

Traffic Safety Suggestions

- A. Speed limit reduction
- B. Suggest 6 – 8 ft red zones
- C. Add 4-way stops
- D. Add crosswalks
- E. Improved signage
- F. Parking management program

ON-STREET PARKING Optimization Tool Box

- A. Length of spaces
- B. Addition of compact spaces
 - Length & quantity
- C. Golf cart, scooter, bike spaces
- D. Timed spaces
- E. Location of spaces

ON-STREET PARKING Analysis Tools

ON STREET PARKING - ADJUSTMENT PROJECTION TOOL

- Input Length of On Street Parking section(s)
- Adjust Parameters to see effect (Individual and Total)
- Best Solution is Dynamic

ADJUSTABLE PARAMETERS

RED	8
YELLOW	19.00
WHITE	19.25
MAX % COMPACT	15%
MIN COMPACT SIZE	17.5

#	CURRENT RED LENGTH	CURRENT USED LENGTH	CURRENT CAPACITY	CURRENT AVG LENGTH	ADJUSTED RED LENGTH	GAINED FROM RED	ADJUSTED USED LENGTH	ADJUSTED CAPACITY	GAINED SPACES	ADJUSTED AVG LENGTH	ADJUSTED SPACES
	1023	10276	485	21.2	280	743	11019	540	55	20.4	285
1	0.0	167.0	8	20.9	0.0	0.0	167.0	8	0	20.9	0
2	9.0	112.4	5	22.5	8.0	1.0	113.4	5	0	22.7	0
3	0.0	73.9	3	24.6	0.0	0.0	73.9	3	0	24.6	0
4	0.0	107.4	5	21.5	0.0	0.0	107.4	5	0	21.5	0
5	25.8	102.3	5	20.5	8.0	17.8	120.1	6	1	20.0	5
6	6.1	123.0	6	20.5	0.0	6.1	129.1	6	0	21.5	0
7	5.0	390.7	18	21.7	8.0	-3.0	387.7	20	2	19.4	18

ON-STREET PARKING Analysis Tools

ON STREET PARKING - ADJUSTMENT IMPACT PROJECTIONS

	RED ADJUSTMENT					WHITE ADJUSTMENT					COMPACT % ADJUSTMENT						COMPACT SIZE ADJUSTMENT							
RED	20	8	5	3	0	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8		
YELLOW	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19		
WHITE	19	19	19	19	19	19.50	19.25	19.00	18.75	18.50	19	19	19	19	19	19	19	19	19	19	19	19		
MAX % COMPACT	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	0%	5%	15%	20%	25%	30%	15%	15%	15%	15%	15%	15%		
MIN COMPACT SIZE	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	19.0	18.5	18.0	17.5	17.0	16.5	16.0	
GAINED SPOTS	38	65	69	71	73	45	55	65	72	81	54	57	65	66	71	74	54	55	59	65	66	69	74	
TOTAL SPOTS	523	550	554	556	558	530	540	550	557	566	539	542	550	551	556	559	539	540	544	550	551	554	559	
DELTA (IMPACT)	35					36					20						20							

ON-STREET PARKING Opportunities

STREET	SIZING ADJUSTMENTS (Red, White, Compact, Etc.)	10 MIN	30 MIN	GREEN	YELLOW / 20 MIN	TOTALS
MONTE VERDE	1		4	4	2	7
LINCOLN	9		7	7	3	19
DOLORES	7	2	5	7	6	20
SAN CARLOS	11	2	3	5	9	25
MISSION	5	2	2	4	2	11
JUNIPERO	3		1	1	1	5
5TH	2	8	2	10	0	12
6TH	5		1	1	12	18
OCEAN	9		10	10	1	20
7TH	6		2	2	9	17
8TH	4		2	2	3	9
Totals	62	14	39	53	48	163

VALET PARKING



- Pilot program at east side of Carmel Plaza
- National Parking & Valet has previous relationship
- No up-front City cost
- Dynamic pricing and shared revenue model
- Ability to dynamically leverage unused City-owned and private lots

Off-Street Private and City Lot Options

LOT NAME	≈ CAPACITY
Sunset Center (North, Potential Project, Added Pathway)	15
Forest Theater (Potential Improvement Projects)	35
Sunset Center Main Lot	132
Sunset Center Lobby	31
Sunset Center (South=22 , Yoga Shala/Baches=35)	57
Sunset Center (Westside Driveway)	16
Forest Theater (SW=11, SE=11, TOP=3)	25
Carmel Presbyterian Church (Junipero)	30
Carmel Realty Company (Junipero)	12
Vista Lobos	60
Post Office	18
Park Branch Library	22
City Hall	8
Carmel High School - Pool / Buildings / Dirt Lot	110
Carmel High School - Performing Arts Lot	162
Carmel High School - Baseball	30
Carmel River Elementary	29
Christian Science Church	24
Mission (SW=75, NW=25, E/N=65)	165
Larson Field	450
Rio Road Dirt Lot	240
Public Works	20
Profeta Lot	16
Youth Center	6
Total	1713

OFF-STREET IMPROVEMENT OPTIONS

Forest Theater

- Reclaiming two significant spaces with project to add 30+ spaces and make lot safer
- Optimizing and marking City right-of-way areas and removing encroachments creates spots and improves first responder access
- Greatly benefits patrons and neighbors for shows and creates valet opportunities

OFF-STREET OPTIONS

Sunset Center North Lot

- Reclaim space taken up by sloped path and leaning wall
- Could add 12-15 spots at a cost less than proposed to just straighten wall
- Old CERT container location could be used for upgraded electric panel
- Coordinate with sidewalk improvements

OFF-STREET OPTIONS

City/Private/Church Lots

- Dynamic nature and use of professionals with valet service opens up options
- Business model could include monetizing lots for businesses, hotels, churches, and even private residences
- Initial inquiries have been very positive

DEL MAR BEACH CURRENT STATE

- Situation is a bad experience and chaotic situation
- Traffic backs far up the hill towards Monte Verde
- Parking management should eliminate cars waiting for a spot



DEL MAR MANUAL PAID PARKING

- Suggest pilot program at Del Mar Beach with National Parking
- No tech, No kiosks
- No City funds required
- Dynamic pricing
- Shared revenue model
- 90-day pilot with frequent reviews



Employee Parking

Problem

- Take majority of spaces
 - Business employees – 250+
 - City employees - 90
 - Construction employees - ?
- Gaming system
 - Moving cars while working

Long Term Goal

- Remove ALL employees from business district and surrounding areas

Employee Parking Carpool

Incentive 1: Employee Carpool Program

- Enterprise Commute
- Hubs – Marina, Seaside
- Link drivers and riders
- Inexpensive
- Allow drop off and pick up at valet parking?

Enterprise Commute -

<https://youtu.be/WpPirvxGaVk?si=b0iC155-23BBlw1e>

**Employee
Parking**

**Off-Site
Shuttle**

Incentive 2: Off-Site Shuttle

- Immediate parking
- Free shuttle (Trolley style)
- Food/drink on peak days
 - Donuts/bagels/coffee
 - Dinnertime “snacks” (soup)
- Vending machines
- Local ads
- Taxi support when heavy EE traffic (discounted)

Employee Parking

Enforcement

2 List, 0 Tolerance System

- Manually record license plates in business district and surrounding areas
- Identify common plates
- Issue trial citation at \$0
- Rebuttal system :
 - List A = Residents/Exceptions (allowed)
 - List B = Employees (0 tolerance)
- Periodically ticket (manual)
- Repeat offenders get harsher fines
- Use LPR cameras on taxis and toll road ticket processing (automatic)

Other Solutions

- Strategic application of paid parking using T2 and National Valet in high priority areas
- Outsourcing enforcement
- Enforcing strict traffic control plans for and carpolling for construction sites, and limiting projects within radius



Summary of Solutions

- A.** AB 413 remediation
- B.** Optimize on-street parking
- C.** Source and develop off-street parking
- D.** Valet parking program
- E.** Manual paid parking
- F.** Shuttle for peak days (Car Week)
- G.** Employee carpool program
- H.** Other shuttle/trolley
- I.** Improved Enforcement
- J.** Other options?

Priority Steps?

- Pilot valet and manual paid parking programs
- Use traffic and pedestrian data to implement 15 MPH speed zone downtown
- Remediate AB 413-related space and safety losses
- Use modeling to determine re-striping for add'l spaces

Required Funding

- Valet and Paid Parking are self-funded
- 30+ additional parking spots at Forest Theater is \$25,000
- Restriping can be in-house
- Wall project at Sunset lot could be less than what is currently budgeted for wall
- Could allocate funding for further improvements
- How to best utilize the ≈\$750K in lieu parking funds?

QUESTIONS/COMMENTS