



County Beach Parking

Board of Supervisor's meeting
October 9, 2012

Recent History

May 17, 2011 – Board of Supervisors “directed staff to develop possible alternatives for Parking fees at six County Beach Parks for review by the Parks Commission and to return to the Board with the recommendation from the Parks Commission.”

Purpose

- Create new revenue streams to support operations & maintenance

Beach Parking updates – Key Activities

- Information gathered from various agencies with beach parking
 - Fee structures
 - Internal management processes
- Financial modeling
 - Cost and revenue scenarios

Beach Parking - Comparisons

LOCATION	FEE STRUCTURE	COLLECTION SYSTEM
Jalama Beach	\$10/vehicle/day	Staffed kiosks and ranger collection
City of Santa Barbara	ranges: \$2/hr - \$12 max/day \$3 for 3 hours - \$7/all day	staffed kiosks, honor fare and pay on foot
City of Ventura	\$2 - 8/all day (specific locations)	staffed kiosks and gate systems
County of Ventura	\$2/all day – weekdays (specific locations) \$4/all day – weekends (specific locations)	self pay machines
City of Oxnard Beach Park	\$1/hr (any portion thereof) \$5/all day	self-pay stations
City of Port Hueneme	\$2/hr - \$8 max/day	self-pay stations
City of Pismo Beach (pier area only)	\$1/hr	self-pay stations
State Beaches (Oxnard - Pismo)	\$10/vehicle/day \$9/vehicle/day (seniors) \$8/vehicle/day (disabled)* *McGrath only	staffed kiosks and honor system (currently reviewing self-pay machines for automation)
State Dunes (Oceano and Quad-Nipomo)	\$5/vehicle/day	staffed kiosks

- County of San Luis Obispo beaches are all State-owned

Potential Fee Structure

- Two potential fee structures based on visitation and amenities:
 - Tiered
 - Tier 1 - Arroyo Burro, Goleta Beach
 - \$2/hr up to 4 hours (\$8 max)
 - Tier 2 - Lookout Park, Rincon
 - \$1.50/hr up to 4 hours (\$6 max)
 - Tier 3 - Ocean Beach, Loon Point & Guadalupe Dunes
 - \$1/hr up to 3 hours (\$3 max)
 - Flat Fee
 - \$4- Arroyo Burro, Goleta Beach
 - \$3 - Lookout Park, Rincon
 - \$2 - Ocean Beach, Loon Point & Guadalupe Dunes

Financial Assumptions

- 1.2 Million Cars Annually in 7 locations
- Anticipated costs in the first year are \$1M with ongoing costs approximately \$800k thereafter

Tiered Fee

- 25% reduction in vehicle count
- 870 thousand visitors pay between \$1 and \$2/visit
- Expected Revenue = \$1.6M / year (based on minimum fee)

Flat Fee

- 40% reduction in vehicle count
- 684 thousand visitors pay between \$2 and \$4/visit
- Expected Revenue = \$2.5M / year (based on flat fee amount)

Park Commission feedback

- The Park Commission held three public workshops to gather input from the public.
- There was strong public opposition to fees at all workshops.
- Public concerns centered around the impact on low-income residents, surrounding neighborhoods and restaurant businesses.
- On August 23, 2012, the Park Commission voted unanimously to oppose beach parking fees and did not recommend a fee structure.

Board Considerations

- Receive and file an update on potential County Beach parking fees and provide staff direction regarding continuing exploration of Beach Parking fees at County Beach locations;
- Receive and file an update on the County Park Commission's public meetings and action regarding potential Beach Parking fees at County Beach locations;
- Find that the recommended actions do not constitute a project under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15378(b)(2) as the administrative activities do not have the potential to cause a significant effect on the environment, and direct staff to file the attached CEQA Notice of Exemption (Attachment 3).