



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

Department Name: Parks  
Department No.: 052  
For Agenda Of: May 17, 2011  
Placement: Departmental  
Estimated Tme: 1 hour  
Continued Item: No  
If Yes, date from:  
Vote Required: Majority

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**TO:** Board of Supervisors  
**FROM:** Department Brian Roney, Interim Director (805) 568-2461  
Director(s)  
Contact Info: Nicole Koon, Business Manager (805) 568-2477  
**SUBJECT: Beach Parking Fees**

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**County Counsel Concurrence**

As to form: Yes

**Other Concurrence:** N/A

As to form: N/A

**Recommended Actions:**

That the Board of Supervisors:

- A. Provide direction to the Parks Department on the implementation of a Parking Fee Program at County Beach Parks and direct Staff to develop alternatives for review by the Parks Commission; and
- B. Direct Staff to return to the Board after the Parks Commission has considered the alternatives and makes a recommendation.

**Summary Text:** Depending on the fee structure, if implemented, the Parks Department could free up some or all of its General Fund Support in FY 2012-13. It is expected that it would take a year or more to implement the program. Entities that would need to be consulted include:

- The Coastal Commission
- The Cities of Santa Barbara and Goleta
- County Planning & Development
- County Auditor Controller
- The Beachside Restaurant
- The Boathouse Restaurant
- Other User Stakeholders

**Auditor-Controller Concurrence**

As to form: Yes

In addition, there will need to be a CEQA document completed for this program and permits will be needed.

The program would need to be developed to determine the applicable fee collection method, if approved. In some cases, self pay stations or sometimes called an "Iron Ranger" would suffice at remote locations, backed up with enforcement. In other higher use Parks, like Goleta Beach, an electronic self pay kiosk similar to what UCSB uses may be applicable. In some cases, an actual attendant may be needed.

Staff will need to work with the two restaurant operations for coordination of any program. Staff would work with the operators to ensure that customers of the restaurants would not have to pay the parking fee (with a set minimum purchase).

If approved, the next steps would be to develop fee program options. Initial calculations indicate that revenues generated could be between \$3 to \$7 Million. While \$3 Million would replace the General Fund Contribution, that alone will not solve the on going problems with funding the Parks system. As discovered last winter, and in previous years, a reserve fund is needed to account for damages and urgent replacements. Additional funds for deferred maintenance are also urgently needed.

Staff would develop several options and present these options to the Parks Commission. The Park Commission previously took action to recommend to the Board establishment of the Beach Parking Fee program. The Commission asked staff to return with options for the fees. Staff would do so only on your Boards' approval to move forward.

**Background:**

The County Parks Department's Parks system continues to age and is in need of renovation, repair, and in some cases reconstruction. At the same time, General Fund support continues to decline, as it has for other County Departments.

The Parks System in Santa Barbara County consists of a network of Day Use Parks, Open Spaces (including a Preserve), and Camping Parks throughout the County. In these Parks, there are a variety of facilities and improvements including; irrigation systems, sewage systems, drainage facilities, parking lots, roads, trails, playground equipment, buildings, landscape, fences, restrooms, water distribution systems, stairways, and bridges. In addition, the staffing and services needed for the system includes; Rangers, lifeguards, maintenance and landscaping, trash collection, and utilities.

The infrastructure in these Parks continues to age, and as witnessed in the past year we have an increasing need for repair and replacement. We suffered losses to equipment, access roads, sewage lift stations, suffered many trees down, aging beach access stairs, and damage to trails. While some grant funds have provided some benefit, the needs are too great.

In Southern California, Santa Barbara County is one of the few agencies that does not charge for beach parking. In Santa Barbara County, the County is the last one. The following list is a partial list of agencies in Southern California that charge for beach parking

## **Santa Barbara County**

City of Santa Barbara  
State of California State Beaches (Carpinteria, El Capitan, Refugio, Gaviota)  
County of Santa Barbara – Jalama Beach Park

## **Ventura County**

City of Ventura  
City of Port Hueneme  
City of Oxnard  
State of California State Beaches (Emma Wood, San Buenaventura, McGrath, Pt. Magu)

## **Los Angeles County**

California State Beaches  
LA County Beaches  
Malibu Beaches (where Parking Lots are established)

To develop the Beach Parking Fee program, staff will need to consult with the County and State agencies and permits will likely be required. A CEQA document will be required as well. It is anticipated to take a year or more to institute this program as permitting, consultations with interested parties, and ultimately installation of facilities will need to be programmed. After consultations with the interested parties and a review with County P&D, a more detailed schedule can be developed.

### **Performance Measure:**

Remain responsive to the needs of park users by achieving a response of “yes” to the following question on 100% of annual customer satisfaction surveys returned: “Did the quality of your experience in the park meet your expectations?”

### **Fiscal and Facilities Impacts:**

Budgeted: No

Santa Barbara County has 7 Beach access parks with Parking. Rincon Beach Park (Carpinteria), Lookout Park (Summerland), Arroyo Burro Beach Park (Santa Barbara), Goleta Beach Park (Goleta), Jalama Beach Park (Lompoc), Ocean Beach Park (Lompoc), and Guadalupe Dunes Beach Park (Guadalupe). A day use fee is in place at Jalama Beach.

### **Fiscal Analysis:**

Narrative: Conceptual approval of the program will authorize staff to further develop options and the corresponding financial analysis of those options.

### **Staffing Impacts:**

**Legal Positions:**

N/A

**FTEs:**

N/A

### **Special Instructions:**

Please send minute order Attn: Jessica Opland