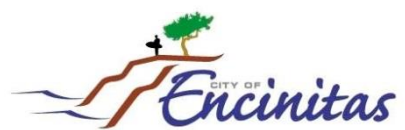


WORKING GROUP MEETING
SEPTEMBER 7, 2016
CARDIFF/DOWNTOWN ENCINITAS/LEUCADIA
PARKING STUDY



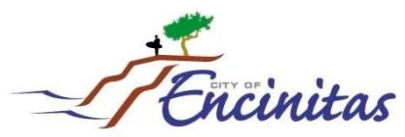
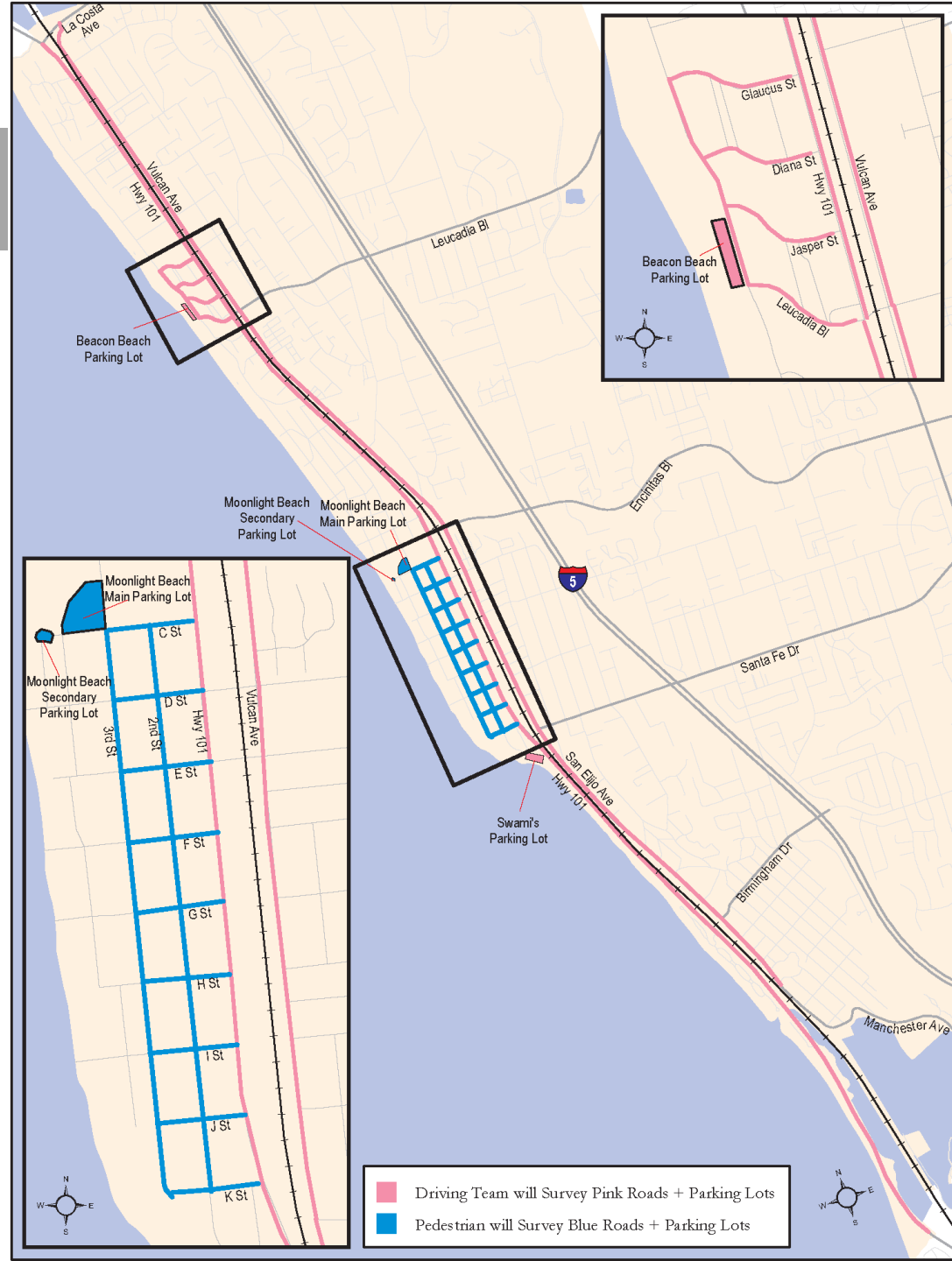
PROJECT OVERVIEW – GOALS & OBJECTIVES

- Collect good quality data in order to answer parking related questions/concerns within the study area.
- Establish what constitutes a parking issue/problem.
- Develop flexible solutions for parking issues.
- Look at both public and private parking solutions.
- Coordinate with other planning efforts and account for shifts in mobility patterns.



PROJECT STUDY AREA

- Highway 101
- Vulcan Avenue
- San Elijo Avenue
- Downtown Neighborhood
- Leucadia Neighborhood
- Beacon Beach Parking Lot
- Moonlight Beach Parking Lot
- Swami's Parking Lot



PROJECT OVERVIEW - SCOPE

Data Collection

Existing Parking Supply

- Number of Spaces Within the Study Area
- Includes NCTD (Rail) Right-of-Way

Occupancy

- Collected in the Winter (February 2016)
- Collected in the Summer (July/August 2016)
- Occupancy Counts Collected for 14 Days Each Season

Parking Turn Over

- Tracks How Long Cars are Parked For
- Sampling of Data Throughout the Study Area



PROJECT OVERVIEW - SCOPE

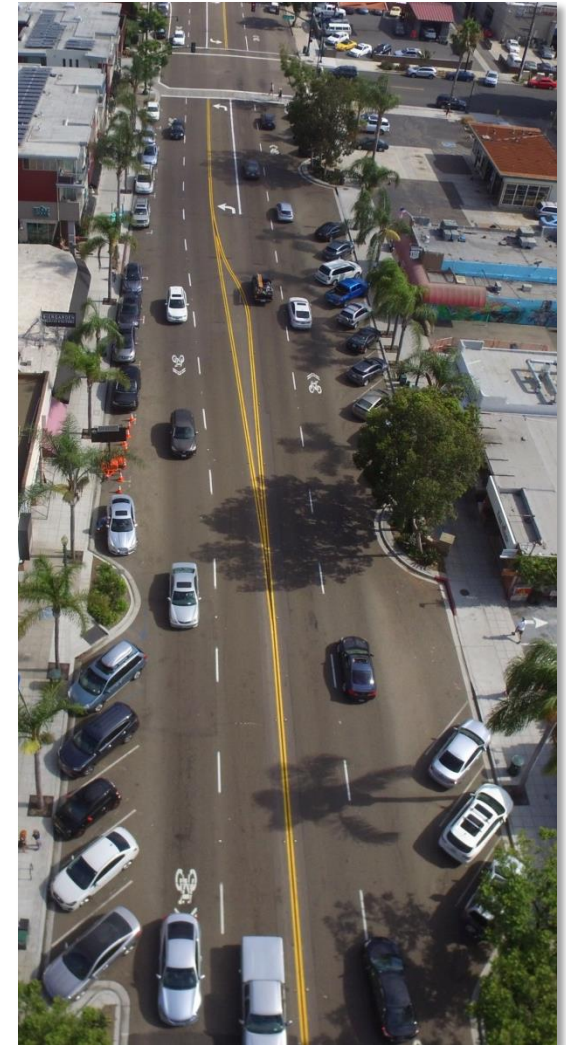
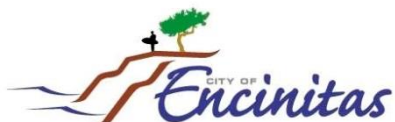
Parking Questionnaire / Survey

Develop a Questionnaire / Survey for Each User Group

- Businesses
- Patrons
- Residents
- Beach Goers

Deploy the Survey through Multiple Measures

- Mail – targeted to certain residences and businesses
- Intercept – targeted areas
- Online (citywide)



PROJECT OVERVIEW - SCOPE

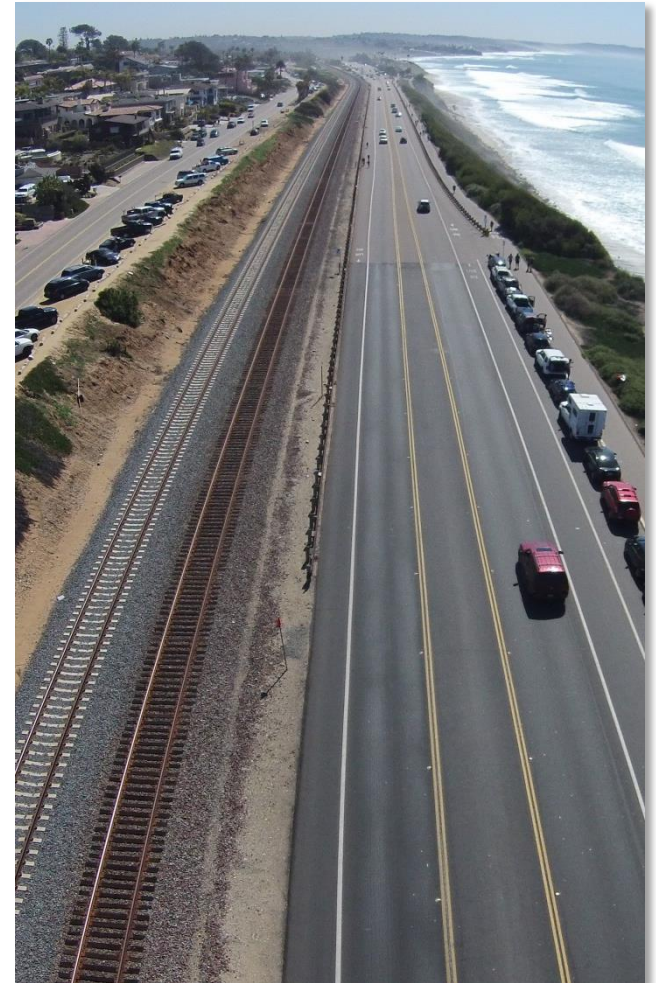
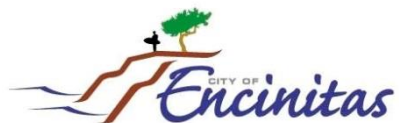
Key Stakeholder Interviews

Conduct Key Stakeholder Interviews with:

- City of Encinitas Chamber of Commerce
- Encinitas 101 Main Street Association
- Cardiff 101 Main Street Association
- Leucadia 101 Main Street Association
- Cardiff Town Council
- Leucadia Town Council

Public Workshops

Attend and Present at Workshops for the Coastal Mobility and Livability Study



PROJECT OVERVIEW - SCOPE

Future Parking Conditions

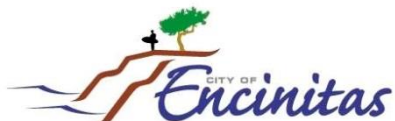
Develop Future Parking Demand Projections Based On:

- Land Use Development
- Projected Population and Employment

Develop a Tool Box of Parking Solutions to Address Existing and Future Needs

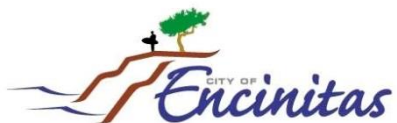
Final Report

Document/Summarize the Study Findings and Recommendations in a Single Report.



PROJECT OVERVIEW - SCHEDULE

Task	Schedule	Status
Winter Data Collection	February 2016	Complete
Summer Data Collection	July / August 2016	Complete
Parking Questionnaire / Survey	September/October 2016	In Development
Key Stakeholder Interviews	August / September 2016	On-Going
Public Workshops	Throughout Project	On-Going
Future Parking Conditions	October / November 2016	Not Started
Final Report	January / May 2017	Not Started



PARKING SURVEY APPROACH

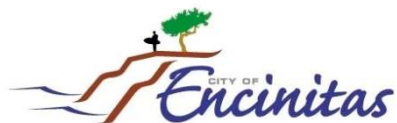
Intercept Parking Surveys

Survey purpose

- Receive information from direct users
- Target a wide variety of users

How the surveys will be conducted

- Approach people walking to/from their cars
- Take surveys in all 3 study neighborhoods
- Conduct surveys morning, mid-day and evening
- Ask 4 to 5 questions



PARKING SURVEY APPROACH

Intercept Parking Surveys

Sample Questions:

How many people are in your party?

Would you visit more often if parking was easier?

How many times have you parked within in the City today?

How far are you willing to walk from your parking spot to your destination?

Would you be willing to pay for parking if it meant a spot would always be available?



PARKING SURVEY APPROACH

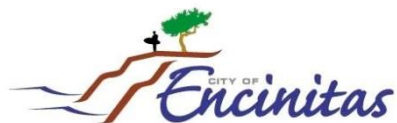
Mail-Out Parking Surveys

Survey purpose

- Receive information from residents, business owners and employees
- Specifically targeted to certain areas of the City

How the surveys will be conducted

- Send e-blast to neighborhood and business groups
- Physical mailing notices to residents and business
- Develop an online survey for people to fill out
- Ask 7 to 8 questions



PARKING SURVEY APPROACH

Mail-Out Parking Surveys

Sample Questions:

How often do you park in the Highway 101 and beach areas?

Why do you typically come to the area?

Do you find it hard to park in the area?

Would you visit more often if parking was easier?

Would you use a shuttle to access the area if it was available?

Would you walk or bike to the area if better facilities were available?



PARKING SURVEY APPROACH

Online Parking Surveys

Survey purpose

- Reach a large sampling of potential users
- Potentially reach patrons outside of the City
- Identify the area of residency for patrons accessing the study area

How the surveys will be conducted

- Distribute online through various groups
 - Business groups
 - Neighborhood groups
 - City planning groups
 - SANDAG
- Same questions as the mail-out survey
- Will also ask for users zip code



PARKING SURVEY DISCUSSION

Open Discussion Topics

Where should the intercept surveys take place?

When should the surveys be conducted (Dates/Times)?

How should the different surveys be administered?

How long should we collect survey results for?

