

**MONTEREY PENINSULA REGIONAL PARK DISTRICT
STAFF REPORT**

BOARD MEETING: March 14, 2018

SUBJECT: ***PARK IT!*** Initiative

PRESENTER: Rafael Payan, General Manager

REPORT: Mr. Ernest Chung and his team continue to invite and meet our region's elected officials, top administrators, land owners, and others to help formulate strategic and implementation plans for the nascent ***PARK IT!*** Initiative. MPRPD's elected officials and staff, in compliance with the Brown Act, are invited to contribute ideas and comments during the initiative's visioning sessions.

PARK IT! is a community-based initiative to improve parklands access and sustainable traffic flow in the Big Sur area and the Monterey Peninsula. The initiative's criteria include:

Goals:

1. Minimize traffic congestion, especially along Highway 1
2. Improve road safety for all modes of transportation and mobility
3. Provide broad public access to now restricted parklands – e.g., Palo Corona, San Jose Creek, and Lobos Ranch
4. Reduce greenhouse gas emissions from transportation to the parklands and other popular sites
5. Enable sustainable economic growth in the Carmel-Big Sur area

Focus:

1. Develop distributed parking in the area, potentially focusing on Marathon Flats, Lobos Ranch, and Palo Corona, as options, with plans for additional parking locations
2. Develop convenient, affordable and environmentally friendly transportation options between the parking sites, parklands and other key locations – Electric vehicle shuttles, paths for electric and manual bikes, and pedestrians are options

3. Minimize car parking along Highway 1 except in officially designated parking areas, once alternative parking and transportation options become available
4. Streamline traffic flow especially into and out of parking areas, parklands and other popular sites

Geography:

1. Carmel, Carmel Valley, Big Sur, and northern parts of Monterey Peninsula over time

Approach:

1. Form partnerships with key organizations and agencies in the area – e.g. PLF, BSLT, MPRPD, CSP, BSIM, Homeowners Associations, Chambers of Commerce, CalTrans, County PW, etc.
2. Gain endorsement from and participation of key elected officials
3. Seek financial support sufficient for 3 years to complete the planning and to obtain resources needed for key projects
4. Engage a full time **PARK IT!** Executive Director to bring the initiative to fruition
5. Actively seek public input throughout the initiative
6. Employ a multiphase approach to accomplish goals

Key Milestones:

1. By April 1, 2018, (A) develop a high-level vision of **PARK IT!** (B) secure: (i) expression of willingness to partner from key organizations and agencies (ii) expression of willingness to provide financial sponsorship for \$300-500K or more (iii) endorsement and expression of support from key elected and other officials (C) Identify potential candidates for **PARK IT!** Executive Director
2. By June 1, 2018 (A) hire **PARK IT!** Executive Director (B) announce Initiative publicly
3. By December 31, 2018 (A) refine **PARK IT!** vision (B) identify key projects (C) scope out high level/approximate project resource requirements (D) identify potential project funding sources
4. 2019-2020 Work with partners, elected officials, agencies to develop funding sources, project plans and their implementation.

FISCAL IMPACT: There are presently no fiscal impacts

FUNDING SOURCE: Presently not applicable

FUNDING BALANCE: Presently not applicable

RECOMMENDATION: Staff recommends the Board receive and file this report, and provide direction to Staff.