



MEMORANDUM

Date: December 9, 2014

Subject: DRAFT San Mateo Coastside Access Issues and Opportunities

This memo summarizes issues and opportunities for access to the public lands on the San Mateo coastside based on observations and forecasts from the Coastside Access Study. We expect to revise these findings in response to feedback from the community and stakeholders. Once finalized, the findings will be incorporated into the Coastside Access Study final report.

KEY COASTSIDE ACCESS CHALLENGES

As identified in the access study and other recent studies and plans, key issues for access to public lands on the San Mateo coastside include the following:

- ***Incomplete bicycle and pedestrian networks.*** The coastside's bicycle and pedestrian networks are incomplete, and there is currently no safe and inviting way for visitors to navigate between certain parks on foot. Highway 1, which is currently the primary bicycle route for most of the corridor, is inviting only to the most adventurous cyclists. There are plans to build out a network of trails, including the California Coastal Trail and a Parallel Trail, but these proposed projects are not yet fully funded.
- ***Infrequent transit service.*** Public transportation service in this corridor is currently very limited, particularly on weekends when visitor demand is highest. SamTrans Route 17 provides service through the study area between Pacifica and Half Moon Bay, but it only operates every two hours on weekends. The Devil's Slide Ride, operated by the City of Pacifica, provides hourly service from Pacifica but only as far as the north end of the Devil's Slide Coastal Trail.
- ***High parking occupancies during peak times.*** Most visitors arrive at the coastside by car. While there is wide variation in parking demand between seasons, days, and over the course of each day, during points of maximum parking occupancy, we observed total demand for parking in excess of formal capacity. During these peak demand times (generally mid-late afternoon on the sunniest summer weekends), visitors overflow the several formal parking facilities, park on the roadside, and park on residential streets in Montara, Moss Beach, and El Granada to gain access to the coastside parks.
- ***A lack of wayfinding in some areas.*** Certain parking areas in the study area are less than fully utilized only because they are not clearly visible from Highway 1 and are not well known by coastside visitors.
- ***A lack of access facilities for Rancho Corral de Tierra.*** Rancho, which has only recently come under management of GGNRA, lacks formal parking facilities. While a small number of vehicles park on residential streets adjacent to existing trailheads,

GGNRA does not see residential street parking as a long-term access strategy for this park. Additional access facilities are required for Rancho.

- **Growing demand.** Visitation to the parks in the study area has grown substantially in recent years. As the regional trail network is built out, the parks become more widely known, and the Bay Area’s population grows, visitation to the parks can be expected to continue to expand. If recent trends continue for any length of time, certain parks, including Fitzgerald Marine Reserve and Devil’s Slide Coastal Trail may see much higher visitation in future years. At the same time, the precise level of future visitation cannot be known with certainty. The land managers require a flexible approach to providing visitor access that can increase access opportunities in response to future growth in demand.
- **Competing policy goals.** Public land managers, including the partners to this study, must juggle several policy goals that are sometimes in tension with each other. Land managers must balance resource protection, visitor access, fiscal stability, and the need to maintain strong relationships with neighboring communities. To formulate the region’s access strategy, the partners to this study must make policy decisions that strike the appropriate balance between these important policy goals.

COASTSIDE ACCESS OPPORTUNITIES

To address the challenges described above, the consultant team recommends further investigation of the following opportunities to improve access to the destinations in this corridor.

1. Continue to improve pedestrian and bicycle connectivity between parks
2. Study the potential for a regional shared parking strategy
3. Study the potential for a regional paid parking program
4. Improve wayfinding
5. Provide and promote a more frequent, visitor-oriented regional transit service
6. Monitor growth in parking demand and consider strategically expanding the parking supply in accordance with policy goals

Implemented as a group, these strategies would be mutually reinforcing, working together to manage demand and provide access in a coherent way for the region as a whole. The opportunities are discussed in more detail below.

1. Continue to Improve Pedestrian and Bicycle Connectivity

A challenge for access to the coastside today is the relatively poor connectivity between park locations for those traveling on foot. Several projects are planned that would improve connectivity between parks and from the parks to neighboring residential areas. Continuing to advance these efforts will be an important step in improving access to the coastside as whole. Major projects include:

- **Green Valley Trail.** The proposed 1.5-mile Green Valley Trail would connect from the Gray Whale Cove parking lot to the southern entrance of the Devil’s Slide Trail. Funding for this project has not yet been identified.

- **The connection between Pacifica and Devil’s Slide Coastal Trail.** Another proposed 1.5-mile long trail would connect the north end of Devil’s Slide to Pacifica through Pedro Point Headlands. Funding for this project has not yet been identified, and the County has yet to acquire piece of private property necessary for its implementation.
- **“Parallel Trail.”** Coastside stakeholders have helped to develop various plans and proposals for an alignment of a continuous multi-modal trail running from Half Moon Bay to Second Street in Montara. This facility will be known as the Parallel Trail. It would include bicycle paths and lanes, walkways, and enhanced crossings where needed. Design treatments would follow the guidelines set forth in the Highway 1 Safety and Mobility Improvement Study (Phase 1). San Mateo County Transportation Authority recently approved a \$500,000 request for planning/permitting the southern segment of the Midcoast Highway 1 Parallel Trail, which would travel from Half Moon Bay to the Coronado intersection in El Granada.
- **Other improvements to provide safe pedestrian crossings of Highway 1.** San Mateo County is currently working to improve the safety of pedestrian crossings of Highway 1 through this study area. The Highway 1 Safety and Mobility Improvement Study Phase 2 proposed the following improvements to pedestrian safety:
 - **Gray Whale Cove.** Suggested improvements near Gray Whale Cove include the installation of vehicle left turn lanes and a marked crosswalk across from the beach trail, as well as pedestrian crossing warning signs at the crosswalk with pedestrian activated flashing beacons at the crosswalk.
 - **Montara State Beach:** Suggested improvements include a new marked highway crossing at the proposed Coastal Trail alignment.
 - **Towns of Moss Beach and Montara:** The project recommend a variety of projects in the towns of Moss Beach and Montara, including sidewalk and crosswalk improvements, traffic calming, and other intersection changes such as turn pockets to improve pedestrian safety.

With Rancho Corral de Tierra now under management of GGNRA, stakeholders may wish to consider pursuing a grant from Federal Lands Access Program (FLAP)¹ as a funding source for one or more of these projects. The two trail segments connecting from Pacifica to the Gray Whale Cove lot (and, by extension, to Rancho), might be a strong candidate for this funding source.

2. Study the potential for a regional shared parking strategy

Currently, parking demand is unevenly distributed in the region, with some facilities oversubscribed, while others have capacity available even during peak times. The most efficient access strategy for the region is one that regards the coastside parking resources as a shared pool, and facilitates easy movement from one to the other via all modes.

¹The Federal Lands Access Program (Access Program) was established in 23 U.S.C. 204 to improve transportation facilities that provide access to, are adjacent to, or are located within Federal lands. The Access Program supplements State and local resources for public roads, transit systems, and other transportation facilities, with an emphasis on high-use recreation sites and economic generators.

The bicycle, pedestrian, and transit proposals discussed in this memo will help to enable the sharing of parking resources on the coastside. Similarly, wayfinding and public information can be used to direct visitors to publicly available parking. Finally, parking pricing can be used to incentivize some visitors to switch to parking locations with lower rates of utilization.

In addition to these strategies, the land managers along the coastside may wish to investigate formal shared parking arrangements with owners of other parking in combination with a regional shuttle service (discussed in Section 5).

The ideal shared parking arrangements mix uses that have peak periods of parking demand on different days or different times of day. For example, currently Montara State Beach visitors are able to make use of a shared lot provided by La Costanera Restaurant, which does not open until 5 PM. A challenge to further developing shared parking on the coast is that many of the other uses have peak demand periods that overlap with periods of peak demand for the coastside parks. However, a group of other uses might still be worth investigating as shared parking partners.

Opportunities may include:

- **SamTrans park-and-ride Lots in Pacifica and Half Moon Bay.** SamTrans Route 17 serves park-and-ride lots in Pacifica and Half-Moon Bay that have their highest demand during working hours on weekdays. These lots have capacity available on summer weekend days, and should be investigated as satellite parking for coastside visitors. These locations could be served by a higher-frequency, visitor-oriented transit service as discussed in Section 5 of this memo.
- **Harbor District Lots at Pillar Point.** In the data collected for this study, Pillar Point Harbor was among the few large areas with parking availability even during the busiest times on the coastside. However, most Harbor District parking is not open to the general coastside visitor: some areas are restricted to use by those who have a boat berthed in the Harbor, are using RV's, or are patronizing businesses located at the Harbor. The Harbor District is now beginning an economic development plan, which will evaluate the supply and demand for parking at Pillar Point Harbor, consider future needs, and investigate potential satellite parking opportunities as recommended in its 1991 Master Plan. While the weekends are the highest-demand times for both the Harbor District and other coastside parks, the very highest demand weekends for the Harbor District may fall at other times, such as the opening of the three fishing seasons each year. If a shuttle were present on the coast, coastside parks and the Harbor District may have the opportunity to manage a shared pool of parking in a mutually beneficial way. The partners should open a conversation with the Harbor District as it begins its economic development plan.
- **Half Moon Bay Airport.** Space at the Half Moon Bay Airport is currently used for visitor parking during the annual Mavericks Surf Contest, and major spectator event on the coastside. Partners should consider opening discussions with the airport to see if there is a possibility of staging

visitor parking at the same location during the busiest summer weekends on the coastside. In addition, 3-Zero Café (located adjacent to the airport), is open from 7 AM to 3 PM, Saturday and Sunday. With the highest observed parking occupancies on the coastside occurring in the late afternoon, a shared parking arrangement with the café may also be possible.

3. Study a regional paid parking program

In several recent transportation plans, coastside land managers have identified transportation demand management in general and parking pricing in particular as a potential strategy for managing demand for parking on the coastside. The San Mateo County Planning Department's Congestion Transportation Management Plan, which is currently being developed, may contribute additional TDM strategies.

While no priced parking has been formally proposed for the facilities in this study area, in light of high peak weekend demand, it is recommended that the study partners considered priced parking as a way to manage demand in excess of the supply of free parking. There are several advantages to priced parking as a demand management strategy:

- Priced parking has the potential to incentivize higher vehicle occupancies and the use of non-auto modes of access to the corridor, reducing the overall peak parking demand while accommodating the same number of visitors.
- Priced parking could help to both manage and better distribute parking within the corridor, particularly in combination with an improved network of trails and/or improved regional transit access.
- Many nearby recreational destinations on the coastside, including public lands, charge parking fees. Priced parking is therefore likely to be perceived as both familiar and fair by many visitors and other stakeholders. Paid parking would require approval of the California Coastal Commission, but the commission has given its approval to reasonable parking fees at several nearby locations. Examples of other recreational areas using priced parking include:
 - ***The City of Pacifica.*** The city has a paid parking program for Pacifica State Beach lots, which include the north and south lots and the Crespi Drive Community Center. Daily fees are \$4 for a period of less than 4 hours and \$8 for a period of more than 4 hours. The City also offers an annual pass for \$50.
 - ***The City of Half Moon Bay.*** The City of Half Moon Bay also charges for parking at public parks including Poplar Beach. The cost is \$2 per hour or \$10 per day.
 - ***State, County, and Regional parks throughout California.*** Priced parking is used at, including, for example, Half Moon Bay State Park, Tomales Bay State Park and many others.
 - ***The Presidio of San Francisco.*** Parking at the Presidio is \$7 per day or \$1.20 per hour.

- Parking facilities are costly to build and maintain. User fees could help to offset these costs. Parking fees could also be used to pay for enforcement, and to help fund other transportation options, such as a regional shuttle service.

Priced Parking Implementation

Paid parking for the coastside could be implemented in a number of ways. Initially, facilities with localized parking shortages could establish fees during peak times on an individual basis.

However, paid parking as a transportation demand management strategy would be most effective if implemented using a single, comprehensive approach for the coastside as a whole. Partners may wish to consider a region-wide paid parking program, to be managed in common by all stakeholders.

Such a program could have the following characteristics:

Demand-responsive pricing

Parking fees could be implemented in response to oversubscribed conditions on the coastside. If desired, payment for parking could be required only during the highest-demand periods of time on the coastside, such as summer weekends. Parking fees could initially be set so that prices were comparable to other nearby destinations, such as Pacifica State Beach and Poplar Beach. Occupancies would be monitored, and prices adjusted in an effort to ensure approximately 90 – 95 percent occupancy at each facility. In locations where occupancies fell below 90 percent occupancy, fees could be lowered or eliminated.

Flexible payment collection

Payment could be collected using:

- **Automated pay stations:** Automated pay stations are in use at many park locations. They should be considered for the largest and highest-demand public lots in the corridor, such as Gray Whale Cove, Montara State Beach lot at Martini Creek, and Fitzgerald Marine Reserve.
- **Pay-by-phone:** Pay-by-phone technology has become a common strategy for collecting parking payments in the Bay Area. It has the advantage of being relatively unobtrusive for the coastside landscape. In addition, pay-by-phone opportunities could be offered throughout the coastside without having to install pay stations at all locations. Pay-by-phone could be available at all locations, and offered as the primary option at smaller lots. Visitors without cell phones who wished to park at one of these smaller parking locations could pay for parking at a large lot with a pay station before proceeding to their destination.

Management of overflow parking

If paid parking were implemented at formal lots adjacent to areas with free on-street parking, some visitors may shift from paid areas to free street parking to avoid fees. If this shift happened at a large scale, it could have undesired impacts on neighborhood parking availability. In these areas, it would be important to monitor any impacts to on-street parking. Areas of concern could

include Moss beach neighborhoods adjacent to Fitzgerald Marine Reserve, the streets in Montara adjacent to Montara State Beach, and others.

If a significant problem with on-street parking availability for residents were observed on a regular basis, policy strategies could be put in place to manage the use of curb space. Steps could include:

- **Residential Parking Permit areas:** Residents could be either granted or sold permits to allow on-street parking, and other users could be prohibited
- **Residential Parking Benefit Districts:** If desired by residents, non-residents could be permitted to park on residential streets but be required to pay a fee to do so. The fees could be used to pay for local benefits, such as beautification and access improvements.

Implementation of such strategies should be carried out in collaboration with local communities, and on an as-needed basis in response to ongoing monitoring of occupancies.

4. Improve wayfinding

While demand for parking appears to exceed the overall supply of parking corridor-wide during the highest demand times, some facilities are oversubscribed while others have capacity available. In some cases it may be possible to improve visitor experience by providing additional signage directing visitors to available parking. New wayfinding may include:

- **Singage to Gray Whale Cove surplus lot.** At present, the unpaved lot just uphill from the paved lot at Gray Whale Cove does not fill to capacity, even during times when adjacent facilities are full. This is likely because the lot is not well known, and is not easily visible from Highway 1. As discussed below, this facility must be paved and improved before signage is installed. Additional parking at this location may be particularly valuable once the Green Valley Trail connects Gray Whale Cove and Devil's Slide.
- **Signage to Oceano Hotel Public Parking.** Ninety parking spaces in the Oceano hotel parking lot are available to the general public. However, these spaces are not well known to coastside visitors, and as a consequence they do not always fill. Additional signage on Highway 1 could help to alert coastside visitors to the availability of this parking. This strategy would prove particularly useful if paired with the frequent regional shuttle discussed below.
- **Changeable message signs indicating parking availability.** For weekend days that are expected to be particularly busy on the coastside, study partners may wish to place changeable message signs on Highway 1 indicating the status of coastside parking and directing visitors to use transit from available satellite parking resource. This strategy should be paired with the frequent regional shuttle discussed below. A similar strategy has been implemented with success by GGNRA to provide access to Muir Woods National Monument. Study partners should consult closely with local residents to gauge public opinion this issues before proceeding with this strategy.
- **Messaging about coastside access on park web sites.** Each of the several State, County, and GGNRA parks in this corridor has its own web site, which presents information about visitor

parking and access. Study partners may wish to develop shared language that summarizes parking conditions in the region during peak times, describes paid parking policy (if implemented), and describes all access opportunities to the coastside, including any regional transit and trails. This language could be presented to visitors on each park web site.

5. Provide and promote a more frequent, visitor-oriented transit service

There are currently two transit services offered in the study corridor:

- SamTrans Route 17, which operates between Linda Mar Shopping Center in Pacifica and the City of Half Moon Bay. While this route does make a car-free trip to the corridor possible, service every two hours on weekends is too infrequent to be attractive to most coastside visitors.
- The Devil's Slide Ride is operated by the City of Pacifica. It provides a community shuttle through the Pacifica as well a connection to the north end of Devil's Slide Coastal Trail. Service is provided every 70 minutes, which is also too infrequent to be attractive for most coastside visitors.

Stakeholders may wish to explore introduction of a recreation-oriented service in the corridor to replace or supplement the existing transit. Service for this area could have the following characteristics:

- Operating during daylight hours on Saturdays and Sundays in the summer
- Providing service from Pacifica to Half Moon Bay, with stops at key destinations such as Devil's Slide, Montara State Beach, Point Montara Light House, Fitzgerald Marine Reserve, Pillar Point Harbor and El Granada/Princeton. Pacifica Stops could include the SamTrans park-and-ride at Linda Mar shopping Center and Pacifica State Beach.
- Service at least every 20 minutes with clockface headways
- Real-time departure information from major stops provided via mobile devices
- Implemented in tandem with a paid parking strategy for the corridor as a whole, and provided at no cost to the rider

Such a service could serve to better distribute demand throughout the study area and shift demand to satellite lots in the cities at either end of the corridor, while making a car-free trip to the coastside possible for many local residents.

Satellite /Shuttle Parking Areas

The shuttle could serve the following parking areas:

- The SamTrans Park-and-Ride facility at Linda Mar Shopping Center in Pacifica (71 spaces). This facility is very lightly used on the weekends.
- The SamTrans Park-and-Ride facility at San Mateo Road in Half-Moon Bay (54 Spaces)

- The SamTrans Park-and-Ride facility at Crespi Drive and Route 1 (97 Spaces). Note that this lot is owned and operated by the City of Pacifica, and that parking here requires payment under the Pacifica State Beach parking program.
- The Pillar Point Harbor parking lot (268 spaces, many of which will be used by users of the Harbor). This location should be discussed as potential satellite parking for coastside park visitors in partnership with the Harbor District.
- Oceano Hotel beach access parking (90 spaces). These spaces are currently underutilized because they are not well known by coastside visitors. They also have the limitation of being a roughly a quarter mile off of Highway 1, which would require either a costly diversion from the bus route or (more likely) a short walk by the visitor.

Transit Operating Model

A logical operating model for the regional recreational shuttle would be for SamTrans to operate the service in partnership with coastside public land managers and the cities of Pacifica and Half Moon Bay. It would replace SamTrans' existing Route 17, which currently provides a very similar (but much less frequent) service.

Study partners could contribute funding to allow for more frequent service. Revenue for this funding could be drawn in part from parking fees, if implemented. Given the need to serve federal lands including Rancho Corral de Tierra, additional funding could also be pursued through the Federal Lands Access Program (FLAP).

Transit Capital Investments

Transit service in the corridor could be made more attractive (and therefore more able to absorb significant visitor demand) through capital investment. Strategies could include:

- **Upgrade major coastside bus stops.** Improvements could include high quality shelters, fully ADA-accessible boarding/alighting areas, and improved crossings of Highway 1.
- **Consider transit priority improvements at congested intersections.** Certain intersections in Half Moon Bay and Pacifica become congested during high-demand weekend days on the coastside. A transit route that was able to bypass some traffic congestion would perform better and could therefore attract more riders. The study partners may wish to open a dialogue with SamTrans and the cities to consider transit priority improvements such as queue jumps or transit signal priority at these locations.

Transit Marketing

Park operators could also heavily promote the proposed transit service to park visitors. Transit promotional information could be provided in several locations, including:

- Park web sites
- Parking pay stations
- On signage at other regional destinations
- On particularly busy weekends on the coastside, or if parking demand becomes very high, the park could use changeable message signs on Highway 1 to encourage visitors to divert to park-and-ride lots. GGNRA has used this strategy with success at Muir Woods.

6. Monitor growth in demand and consider strategically expanding the parking supply in accordance with policy goals

If visitor demand grows as forecast and sharing of existing parking facilities proves insufficient to meet access goals, stakeholders may wish to consider construction of one or more new shared parking facilities. Additional parking capacity may be needed, for example, to meet access goals for Rancho Corral de Tierra, which currently lacks any formal parking capacity.

It should be noted that there are tradeoffs to expanding the parking supply. These include resource impacts, viewshed impacts, and increased traffic in the corridor, as well as both capital and ongoing maintenance costs. It is also important to note that while the demand for free parking currently exceeds supply during the afternoons on the sunniest summer weekends, there is plenty of available parking along the coastside at other times. Weighing the tensions and tradeoffs between policy goals, partners to the study must decide how much additional coastside visitor demand to accommodate.

Available strategies for the expanding the parking supply include:

Parking Lot Reconfiguration and Formalization

Reconfiguration of existing the large formal lots does not appear to provide significant opportunity for expanded supply. The largest facilities, which include the formal Gray Whale Cove lot, the Montara State beach lot adjacent to Martini Creek, and Fitzgerald Marine Reserve lot, all appear to be parked very close to their maximum potential capacity during peak times. However, opportunities do exist to formalize existing informal parking areas:

- **Consider paving, formalizing, and signing the informal lot just uphill from Gray Whale Cove.** This space could accommodate up to 30 vehicles parked perpendicular. Once improved, signage from the main Gray Whale Cove parking lot could direct visitors to this facility. Partners may also wish to investigate whether grades will allow for expansion of this facility.
- **Consider formalizing the roadside parking at Montara State Beach.** The roadside pullout just west of Highway 1 that visitors now use as informal parking to access Montara State Beach could be formalized as diagonal parking, signed, and added to the formal parking supply. While it is not

currently signed, some parkers now use this area to park and either walk west along informal trails to the beach, or to cross Highway 1 and walk to upland areas. At its current length of 420 feet, this pullout could accommodate approximately 30-35 vehicles parked at a diagonal while maintaining space for safe pullouts. This area is under the jurisdiction of Caltrans, and any changes would require their approval.

Construction of a new shared parking facilities on the coastside.

Land manger may wish to consider a new shared parking facility at the “fallow field,” located east of Highway 1 and just south of Martini Creek (this site was identified in the Highway 1 Safety and Mobility Improvement Study as a potential parking location. GGNRA currently holds an easement over the site that allows for the development of parking). This site is well-located to provide additional access to some of the highest-need areas identified through this study area. In particular, the site could provide access to Rancho Corral de Tierra, which currently lacks formal parking facilities. as well as to Montara State Beach and McNee Ranch. With construction of the Green Valley Trail, this location could also provide walk and bike access to Devil’s Slide trail.

NEXT STEPS / PHASING APPROACH

Because future demand cannot be known with certainty, coastside land managers may wish to proceed with an incremental approach to the opportunities discussed in this memo. We recommend the following steps:

1. ***Formalize Gray Whale Cove informal parking area and Montara State Beach Roadside parking.*** As noted in earlier in this memo, these areas are already used as parking by some coastside visitors. However, they are not paved, are not formally designated for parking. They are frequently not fully utilized even when formal parking areas are full. In the near term, land managers may wish to take steps toward formalizing these parking areas. For the Montara State Beach roadside parking, a key first step will be engaging Caltrans on their willingness to have this roadside area developed as parking. It will also be important to identify safe pedestrian paths of travel between the roadside parking area and the beach, as well as between the parking area and Rancho Corral de Tierra trailheads.
2. ***Begin discussions of shared parking with potential partners.*** This memo identifies the Harbor District, San Mateo Airport, and SamTrans as potential shared parking partners. Coastside land managers may wish to begin discussions with these partners regarding future shared parking arrangements. The Harbor District, in particular, is just beginning an economic development study that will engage the issue of shared parking, so a discussion with their staff would be timely.

3. ***Implement improved wayfinding.*** The wayfinding improvements discussed in this memo could begin immediately. Signage should identify the new formal parking areas at Gray Whale Cove, and at the Montara State Beach roadside. Improved signage should also direct visitors to the public parking spaces at the Oceano Hotel. Land Managers may also wish to begin working together on shared web site language regarding travel options to and from the coastside.

4. ***Begin discussion of costs, benefits, and tradeoffs of more intensive strategies.*** In the long-term, the full set of strategies discussed in this memo may be necessary to manage demand for access to the coastside. However, future demand is uncertain, and coastside land managers have choices about which strategies to implement and when. A regional paid parking strategy, a regional shuttle, changeable message signs, and/or a new parking facility at the fallow field all have potential benefits as well as costs and tradeoffs. It will be valuable to begin discussions of these tradeoffs with community members, stakeholders, and and potential partners about which strategies they wish to consider.

5. ***Monitor parking occupancies during Summer 2015.*** Given conditions observed on the coastside in Summer 2014, as well as the uncertainty about future demand, it would be valuable to contionue monitor demand and patterns of utlization during Summer 2015. The implementation of additional strategies, such regional paid parking, a regional shuttle, or new parking construction could follow based on findings, funding availability, and the preferences of the community and other stakeholders.