

**MONTEREY PENINSULA REGIONAL PARK DISTRICT
BOARD OF DIRECTORS MEETING**

DATE: March 13, 2019
TO: Board of Directors
FROM: Kelly McCullough, Finance Manager
REVIEWED BY: Rafael Payan, General Manager
SUBJECT: Consider Approval of Amendment to Contract with Quality Traffic Data for Parking Use Survey

RECOMMENDED ACTION

Staff respectfully recommends that the Board approve an amendment to the contract with Quality Traffic Data in the amount of \$25,920 (**ATTACHMENT 1**).

FISCAL IMPACT

\$25,920

FUNDING SOURCE

6966 - Palo Corona Improvements

FUNDING BALANCE

As of the writing of this report the remaining balance in this budget item is \$640,620. The District has paid the full \$25,920 on the current contract.

DISCUSSION

On August 8, 2018, the Board approved a 6-month contract with Quality Traffic Data for a parking use survey at Palo Corona Regional Park (**ATTACHMENT 2**). Staff initially requested a 6-month survey due to budget constraints, however, staff believes the District would greatly benefit from a full year survey. Capturing a full year of data, including all four seasons, during the first year of use at the new entrance to Palo Corona Regional Park will help with the planning of the sites current and future use during all four seasons.

As discussed in August, the new headquarters building is also utilized by a lessee, who operates special events such as weddings and community meetings. During the GDP public planning meetings, the public made it very clear that they desired to see this location continue to be used for such public and private events. The District has a contractual obligation to share parking with the lessee. The survey helps the District determine parking trends.

The District has consulted with its lessee, to determine anticipated peak mid-week event use. The District is analyzing the site for adequate parking availability, parking flow, and ADA accessibility. In order to determine adequate parking, a vehicular count is required to determine how many vehicles enter and exit the site during specific times compared to how many parking spaces are available. The Board approved a contract with Quality Traffic Data

for 6-months at a cost of \$25,920. The proposed amendment is for an additional 6-months at the same cost of \$25,920.

Currently, the count is completed 3-days per week. Those days are Tuesday, Saturday and Sunday, and were determined based on historical use, in consultation with our lessee. The District is gathering data on each of those days that informs us regarding peak hour traffic and peak hour volume, split into mornings and afternoons. This information will also be useful in planning future activities and educational events at Palo Corona Regional Park. The data will be used to plan activities and events at times best suited for the Park, so as not to overburden it at times which data indicates are already peak traffic flow times.

Staff is now respectfully requesting the Board consider entering into a contract amendment with Quality Traffic Data to continue a vehicle count for a full year and eliminate the need for the contractor to remove counting equipment and potentially return at a later date.

ATTACHMENTS:

1. [Proposed Amendment to Contract with Quality Traffic Data](#)
2. [Original Contract](#)