

City of Monterey

Parking Evaluation Survey



THE CITY OF
MONTEREY

DIXON
RESOURCES UNLIMITED

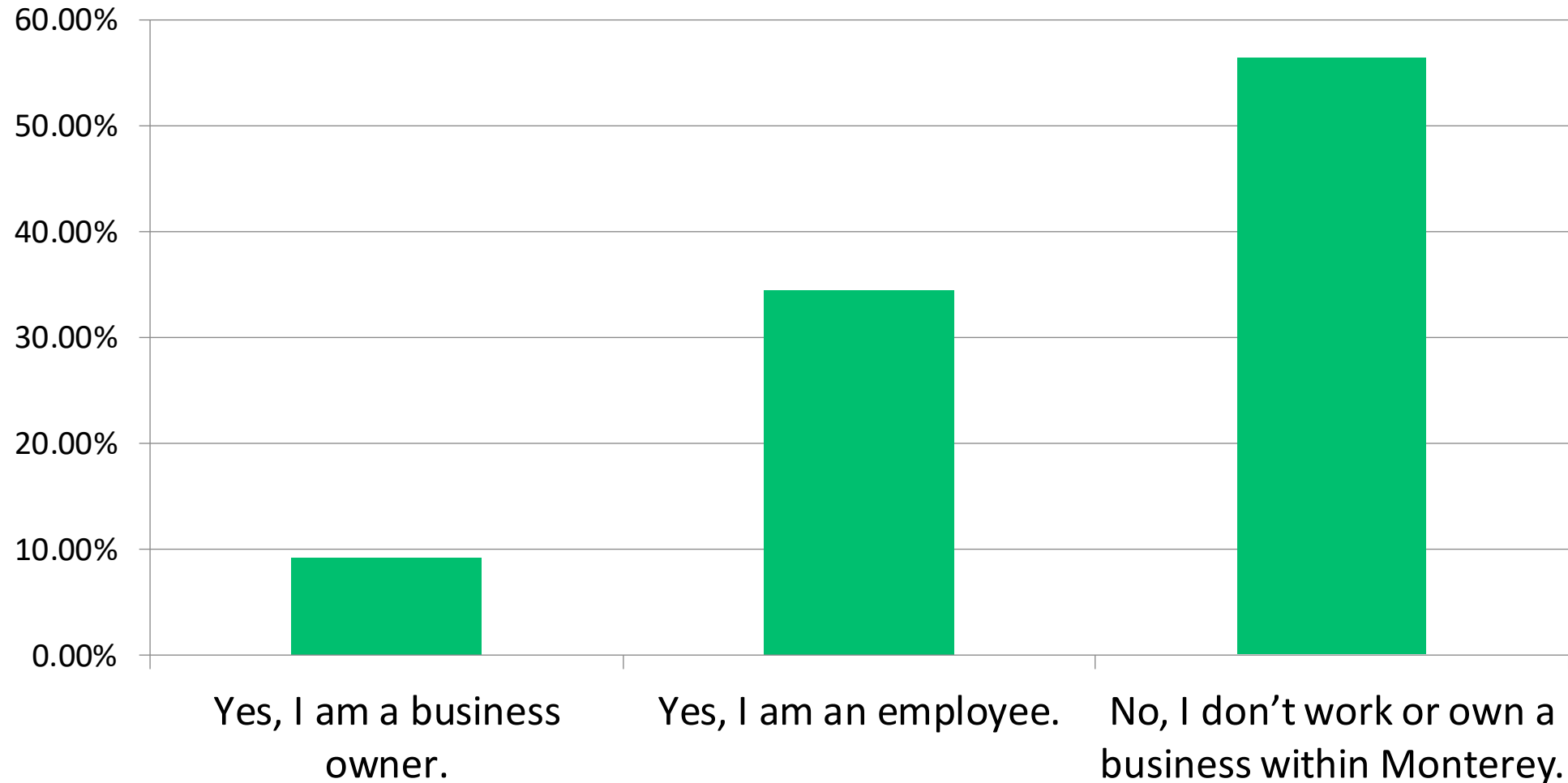
Survey Background

- The purpose of the online survey was to gather feedback from business owners, employees, and residents on parking within the City of Monterey, as well as evaluate the following programs:
 - Residential Permit Parking Program
 - Resident Parking Discount Pass & Monterey Locals Parking Program
- The online survey was open from August 25th to September 24th, 2021.
- There were 491 total responses.

Survey Part 1: Business Owners & Employees

Do you own a business, work, or live within the City of Monterey?

- ☐ Yes, I am a business owner.
- ☐ Yes, I am an employee.
- ☐ No, I don't work or own a business within Monterey.



Business Owners & Employees

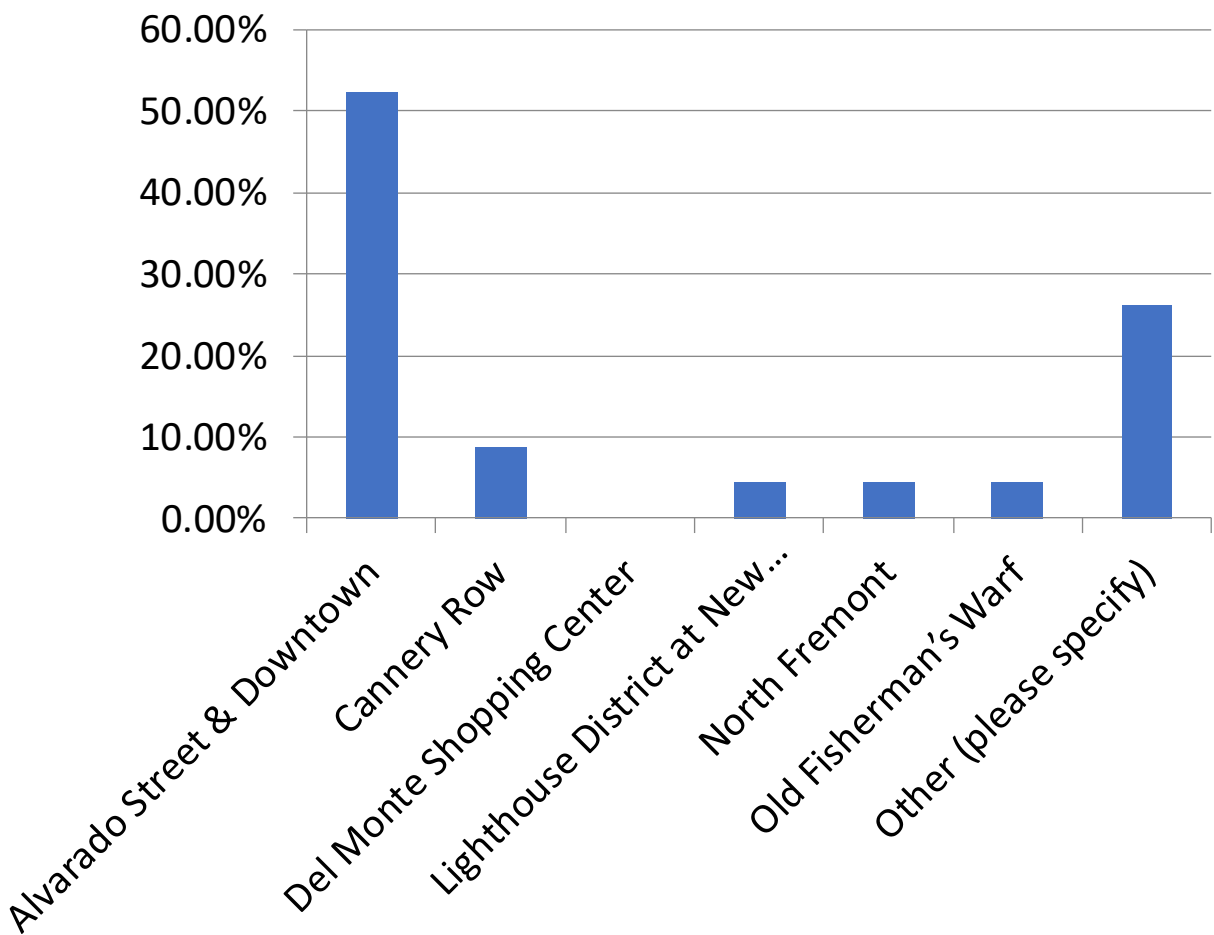
The following questions were posed to business owners and employees that work in the City of Monterey.

To better understand the results, responses were broken out into two groups, business owners and employees.

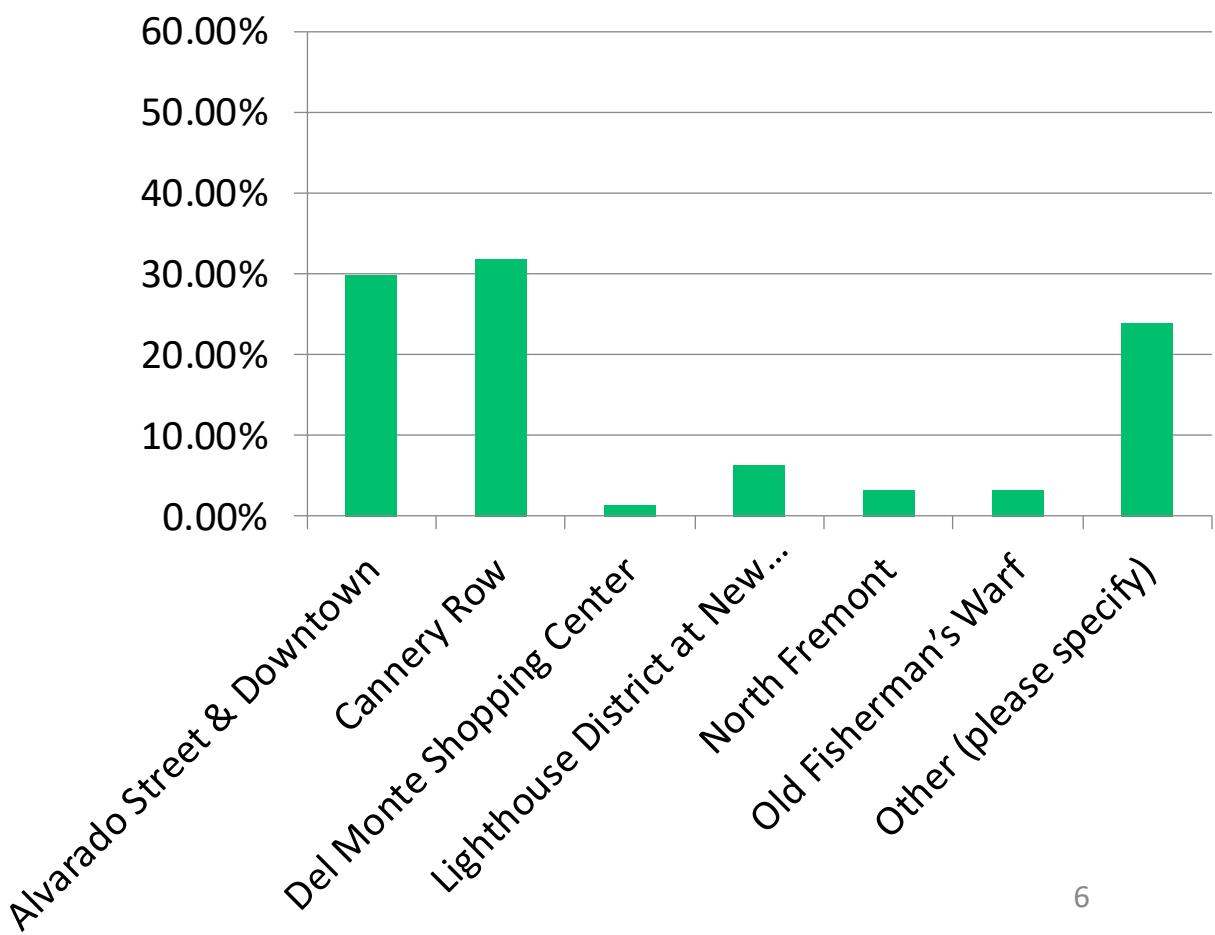
Which business district is your business/work located in?

- ☐ Alvarado Street & Downtown
- ☐ Cannery Row
- ☐ Del Monte Shopping Center
- ☐ Lighthouse District at New Monterey
- ☐ North Fremont
- ☐ Old Fisherman's Warf
- ☐ Other (please specify)

Business Owners



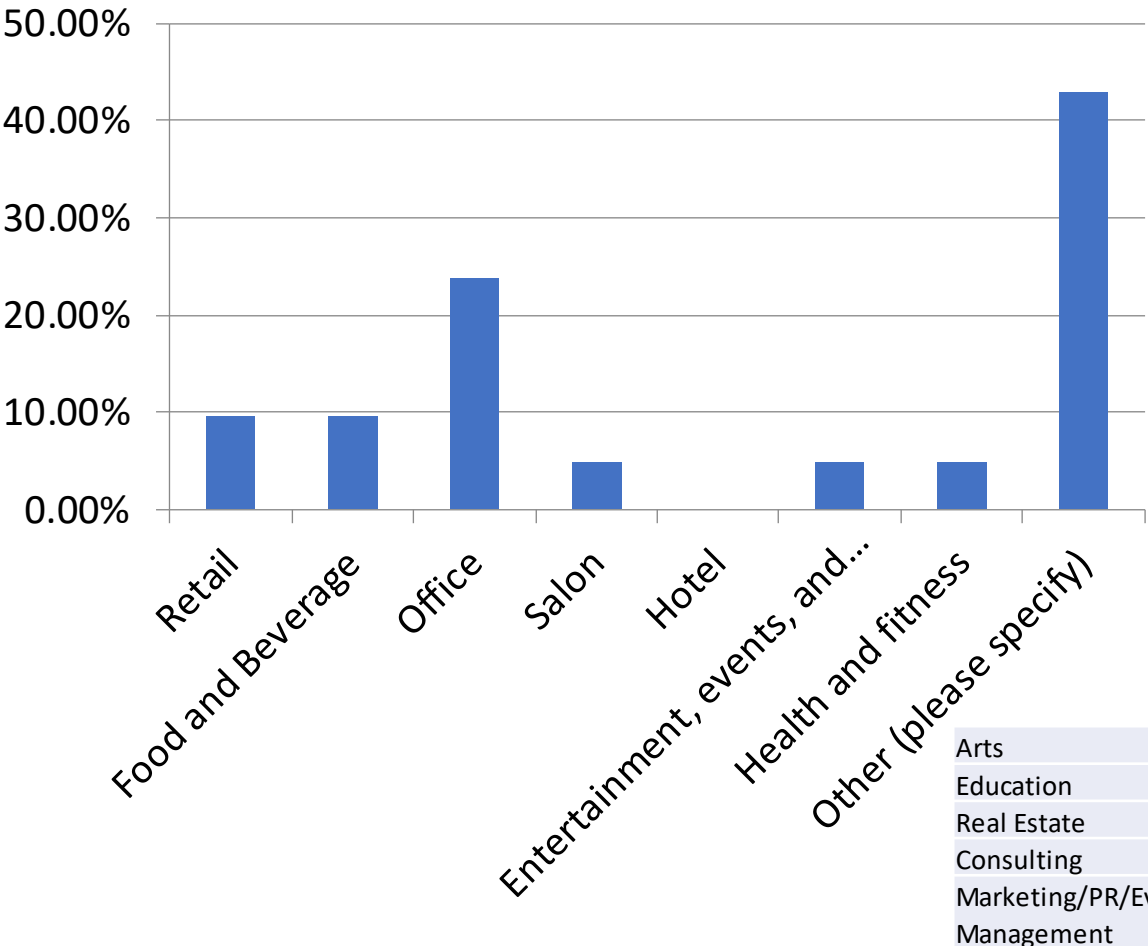
Employees



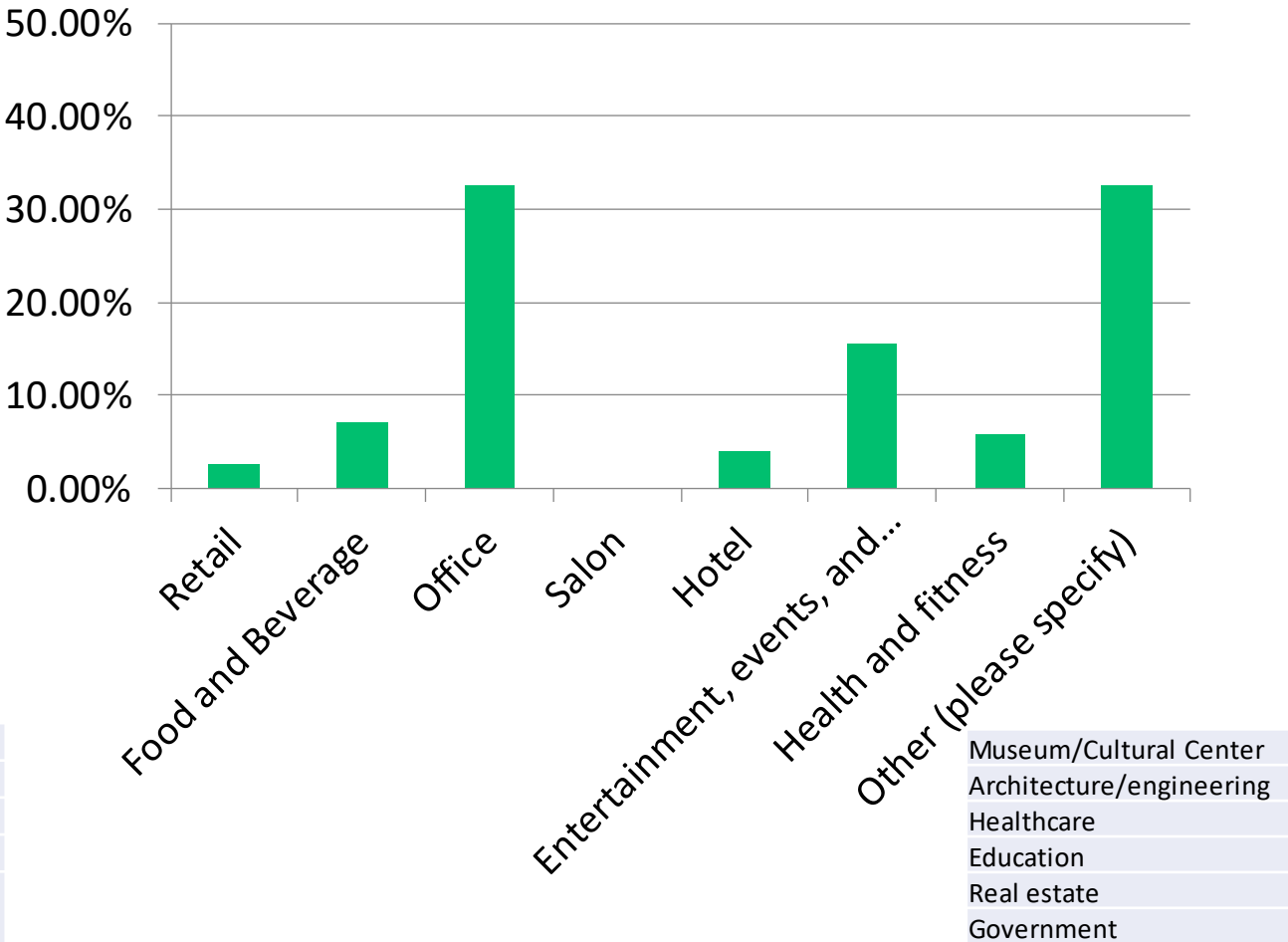
Which of the following best describes your business?

- ☐ Retail
- ☐ Food and Beverage
- ☐ Office
- ☐ Salon
- ☐ Hotel
- ☐ Entertainment, events, and venues
- ☐ Health and fitness
- ☐ Other (please specify)

Business Owners



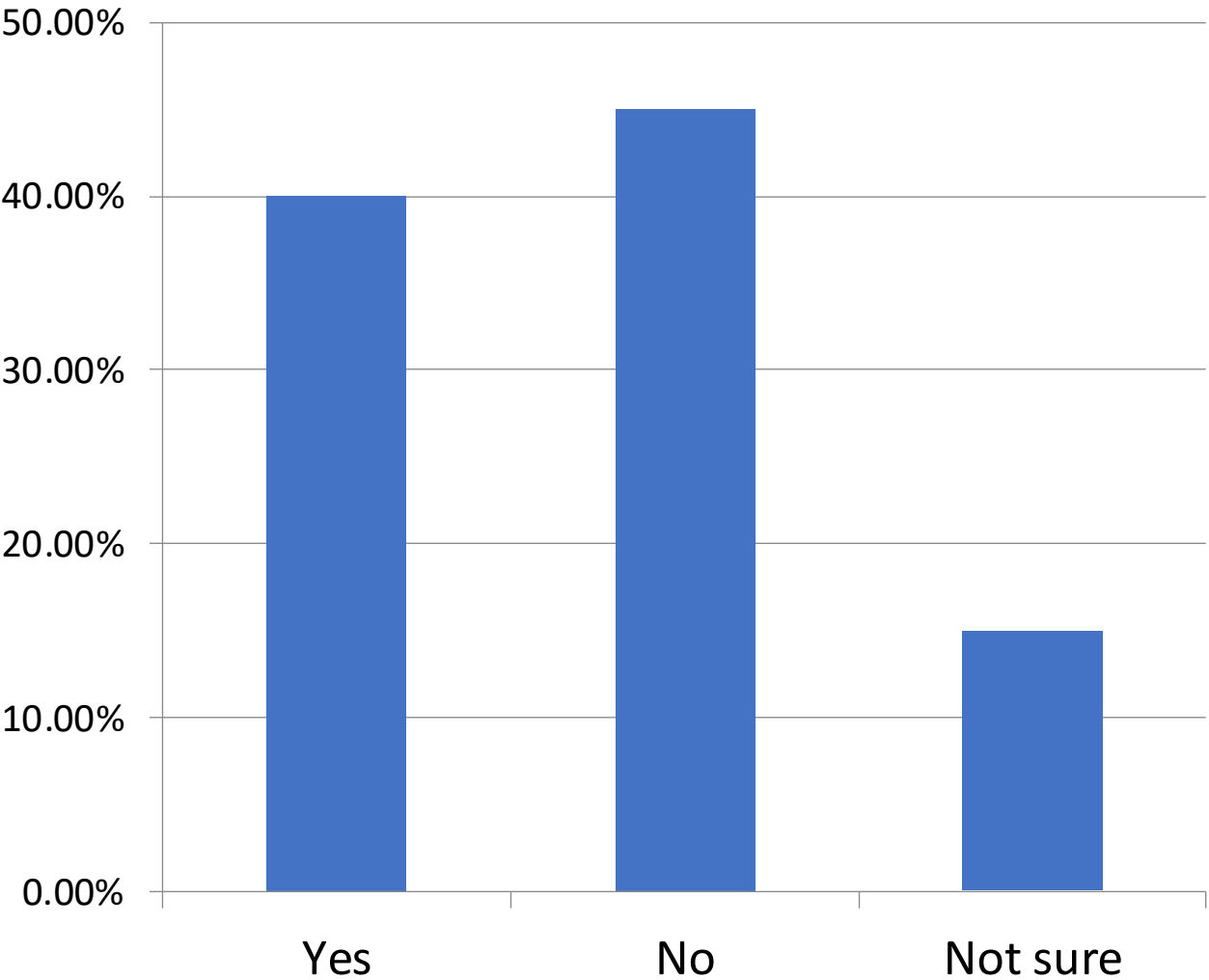
Employees



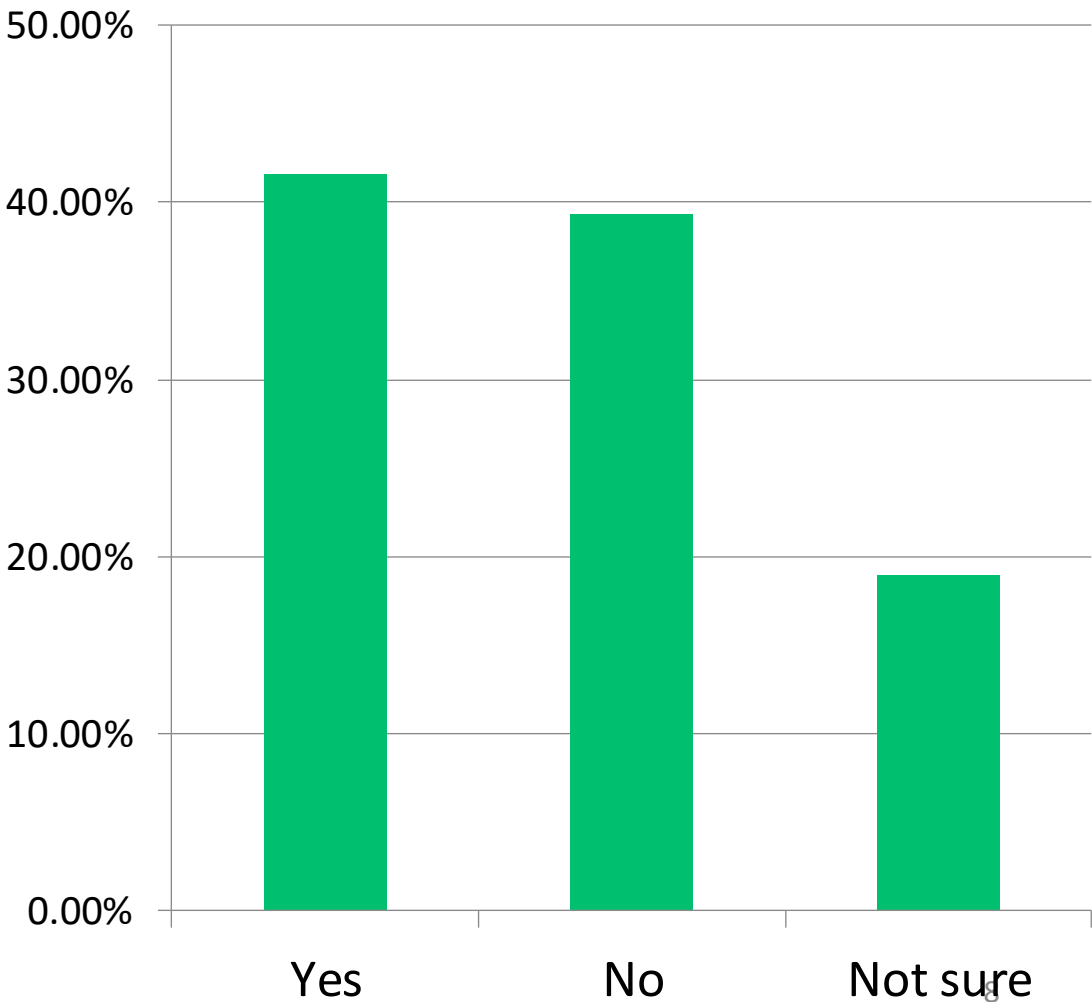
On a typical day, do you think there is enough nearby parking available for your customers?

- Yes
- No
- Not sure

Business Owners



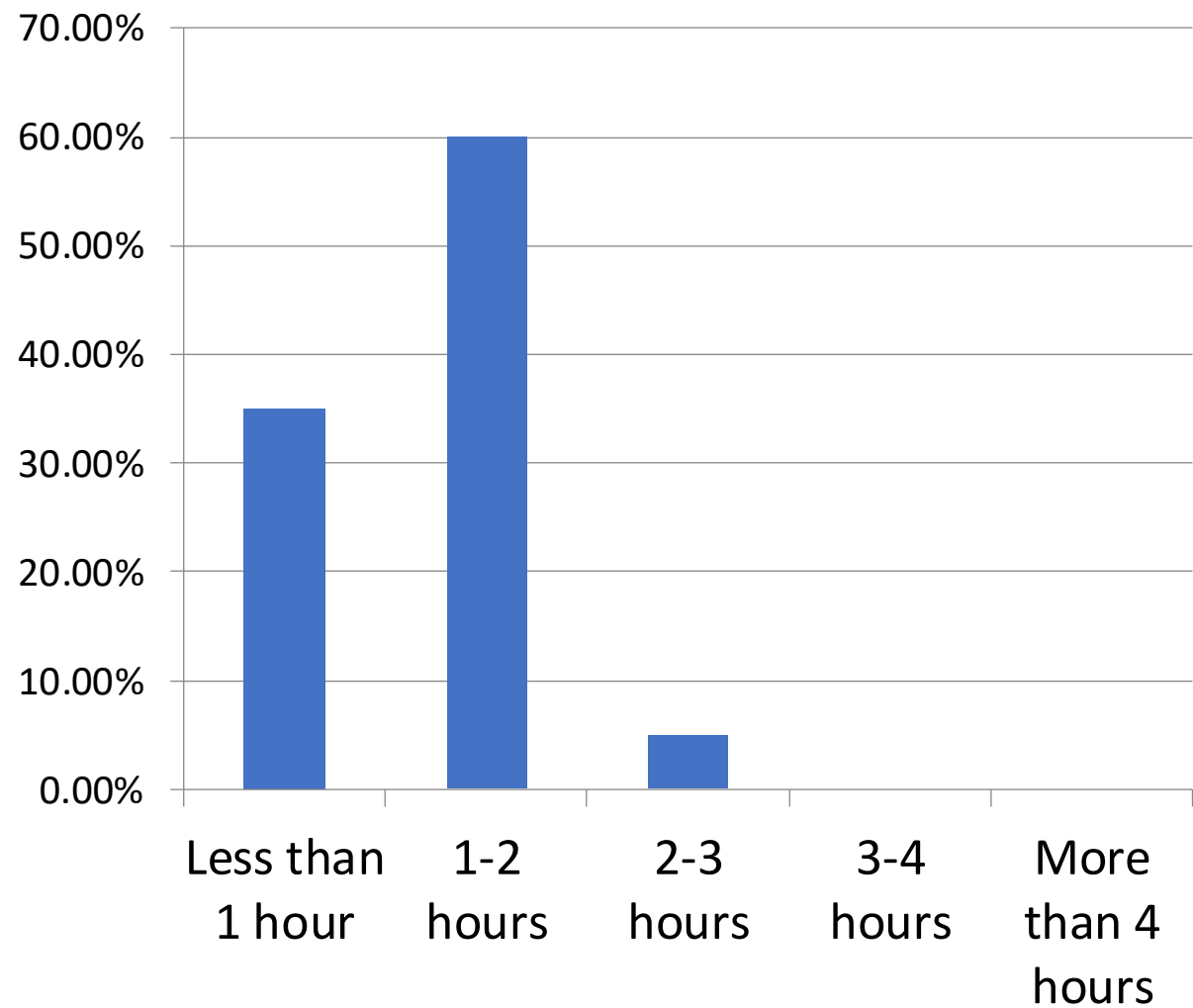
Employees



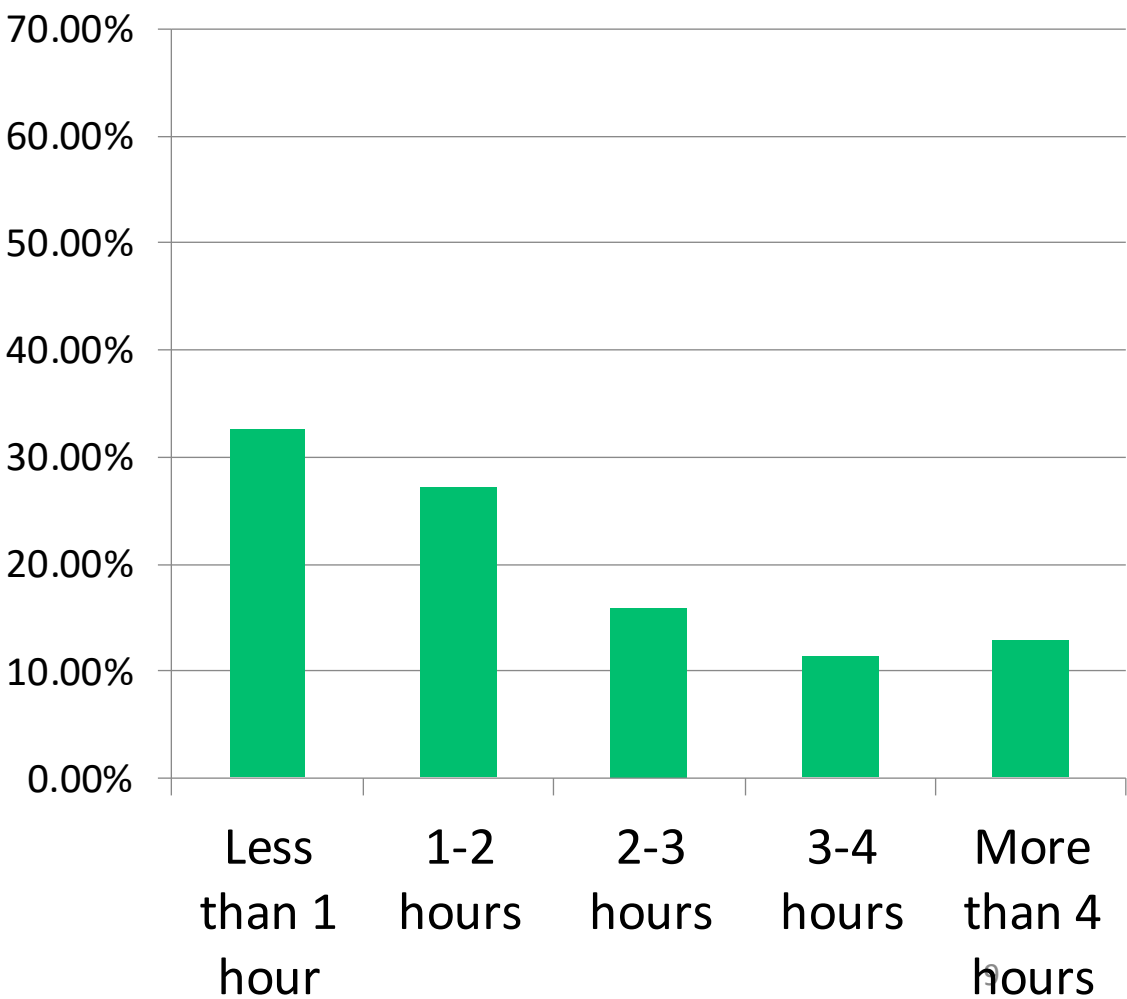
How much time does your typical customer spend at your business?

- Less than 1 hour
- 1-2 hours
- 2-3 hours
- 3-4 hours
- More than 4 hours

Business Owners



Employees



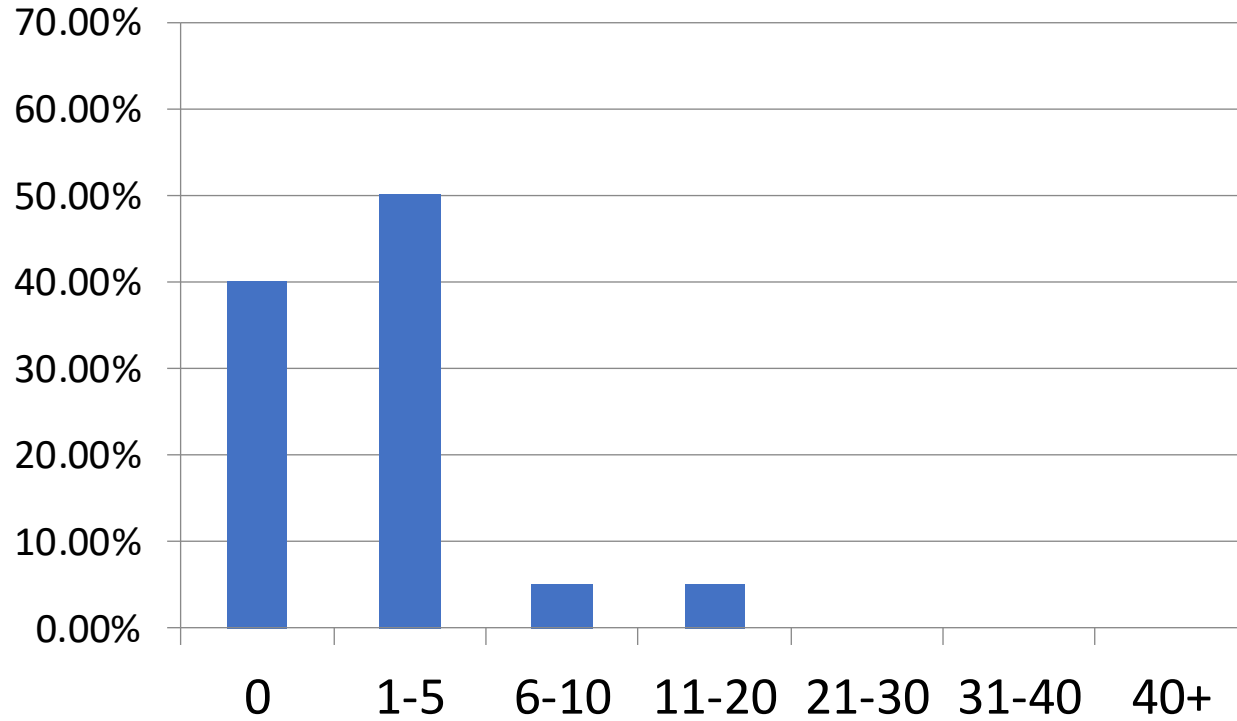
Business Owners

The following questions were asked specifically to owners of Monterey businesses.

Business Owners

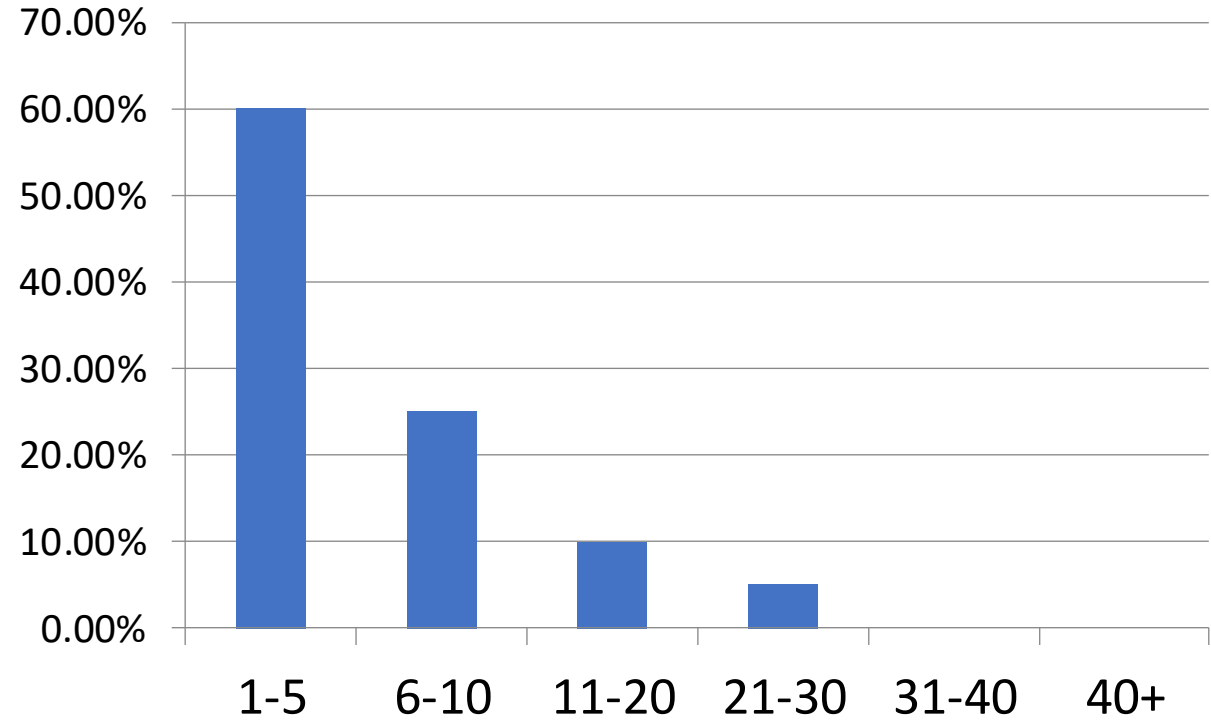
How many private off-street parking spaces does your business provide for employees?

- ☐ 0
- ☐ 1-5
- ☐ 6-10
- ☐ 11-20
- ☐ 21-30
- ☐ 31-40
- ☐ 40+



What is the maximum number of employees you have at work at any given time?

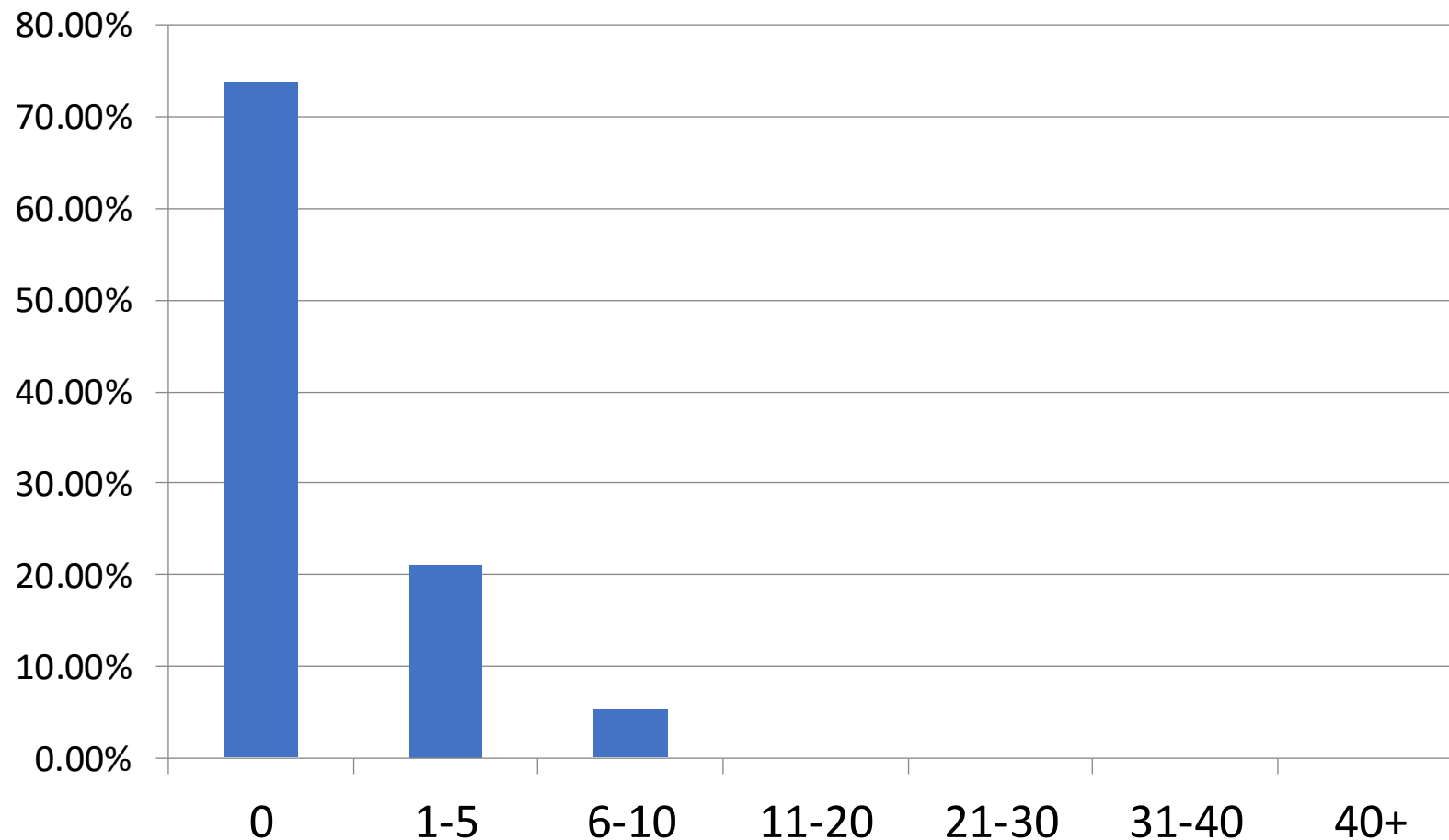
- ☐ 0
- ☐ 1-5
- ☐ 6-10
- ☐ 11-20
- ☐ 21-30
- ☐ 31-40
- ☐ 40+



Business Owners

How many private off-street parking spaces does your business provide for customers?

- ☐ 0
- ☐ 1-5
- ☐ 6-10
- ☐ 11-20
- ☐ 21-30
- ☐ 31-40
- ☐ More than 40)



If you do not have on-site parking, how and where do you tell your employees and visitors to park?

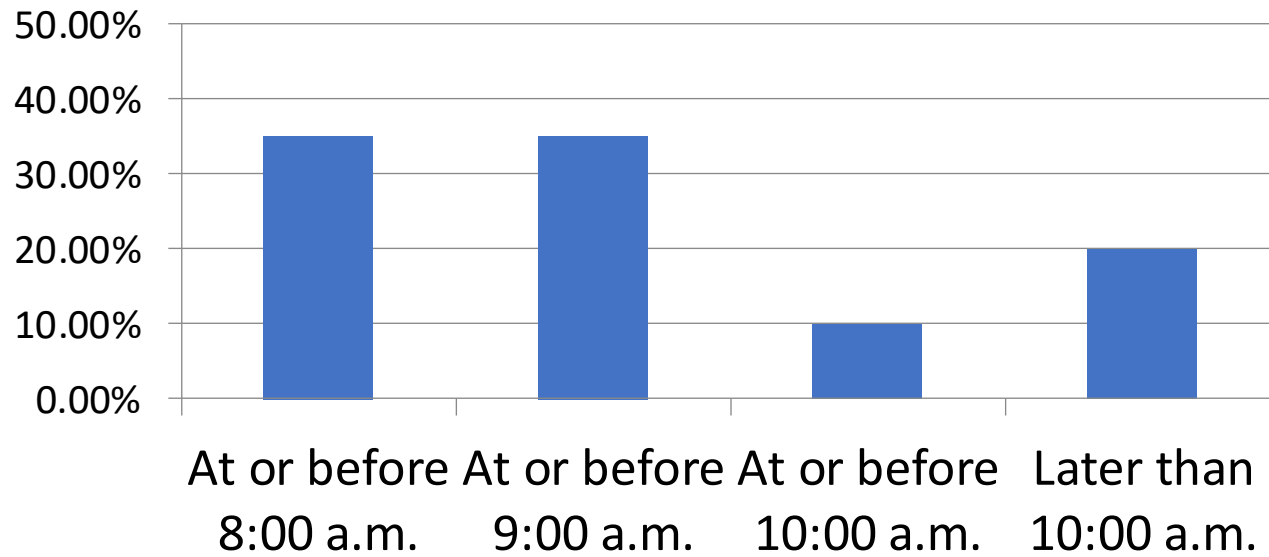
Written-in answers:

- Public parking*
- Carmel*
- We only have 1 private parking spot, that is used for our work vehicle. All employees simply have to find their own parking which almost always ends up being 2 hour parking. Then either they have to move their car every 2 hours or if they forever/are late to do so then they end up with a ticket and we feel horrible!*
- On the street.*
- On the street or in the parking garage*
- Street*
- On the street, which is basically UNSAT!*
- City garage or Sardine Factory parking lot*
- Virtual business*
- Garage*
- employees at heritage harbor and customers at wharf lot*
- on the street*
- They do not visit my home. I visit them at their office, at a local restaurant or via Zoom.*
- On the street.*
- Metered parking or parking garage*

Business Owners

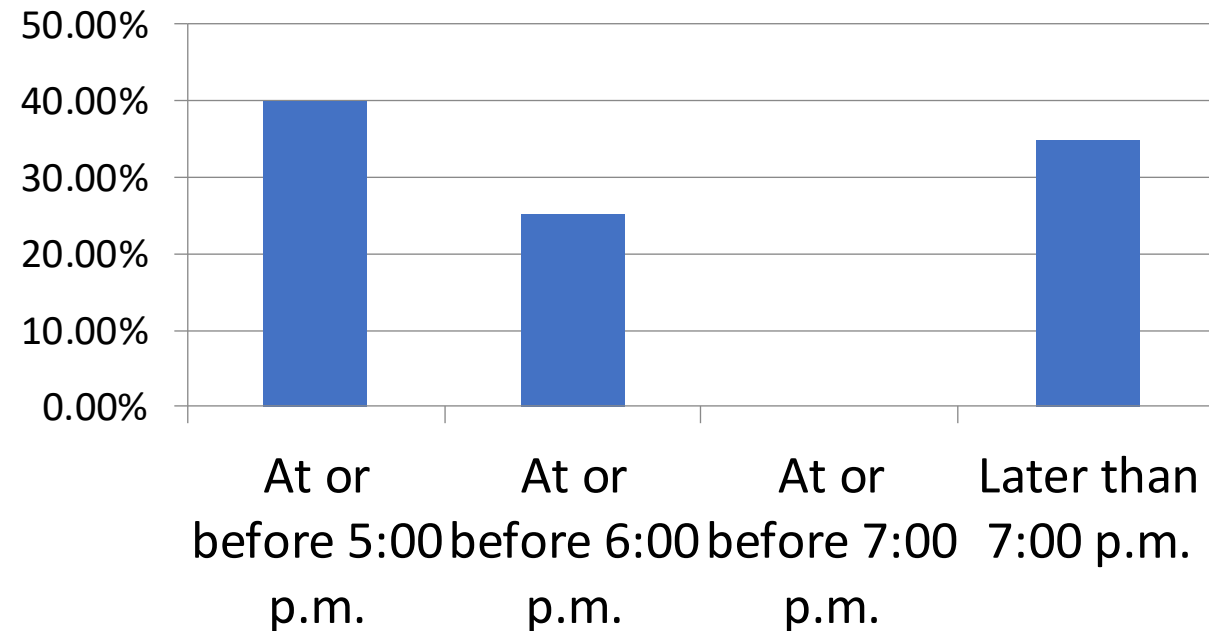
What time does your business typically open?

- ☐ At or before 8:00 a.m.
- ☐ At or before 9:00 a.m.
- ☐ At or before 10:00 a.m.
- ☐ Later than 10:00 a.m.



What time does your business typically close?

- ☐ At or before 5:00 p.m.
- ☐ At or before 6:00 p.m.
- ☐ At or before 7:00 p.m.
- ☐ Later than 7:00 p.m.



If you had a magic wand and could change, fix, or improve anything about parking in the business districts of Monterey what would you do?

Sampling of written-in answers:

- Provide business owners free parking and at least a 1st hour free to customers. (Not paid by businesses)*
- Wish people could learn how to park inside the allotted spaces, front to back, and near the curb. Some people make it nearly impossible to use a space due to their poor park job.*
- That's the million dollar question-it would be nice to have a vision that downtown Monterey is "walker" friendly and have more lots with shuttle vans (like CHOMP)*
- Create a parking pass that allowed you to park around the city, anywhere, for a daily fee. This could be purchased in advance and allows customers to move around the city and quickly park without having to constantly stop, find which lot they are in, open the correct app and then try to figure out how much they owe for the unknown amount of time they are going to visit.*
- Expand parking enforcement up the hill in old town to high st to help move along cars that have been parked for more than 72 hours. Neighbors have stopped calling Because clearly the parking enforcement team is understaffed and rarely responds to calls of parking violations outside of the downtown area.*
- Fix the Waterfront Lot experience during busy weekends*
- The surface parking at the wharf is ugly and a poor use of that location. So much more could go there if the retailers weren't so fearful about any change.*
- Get rid of the new meters in the cannery row district. Every day I help some one use those stupid meters. They are not user friendly at all.*

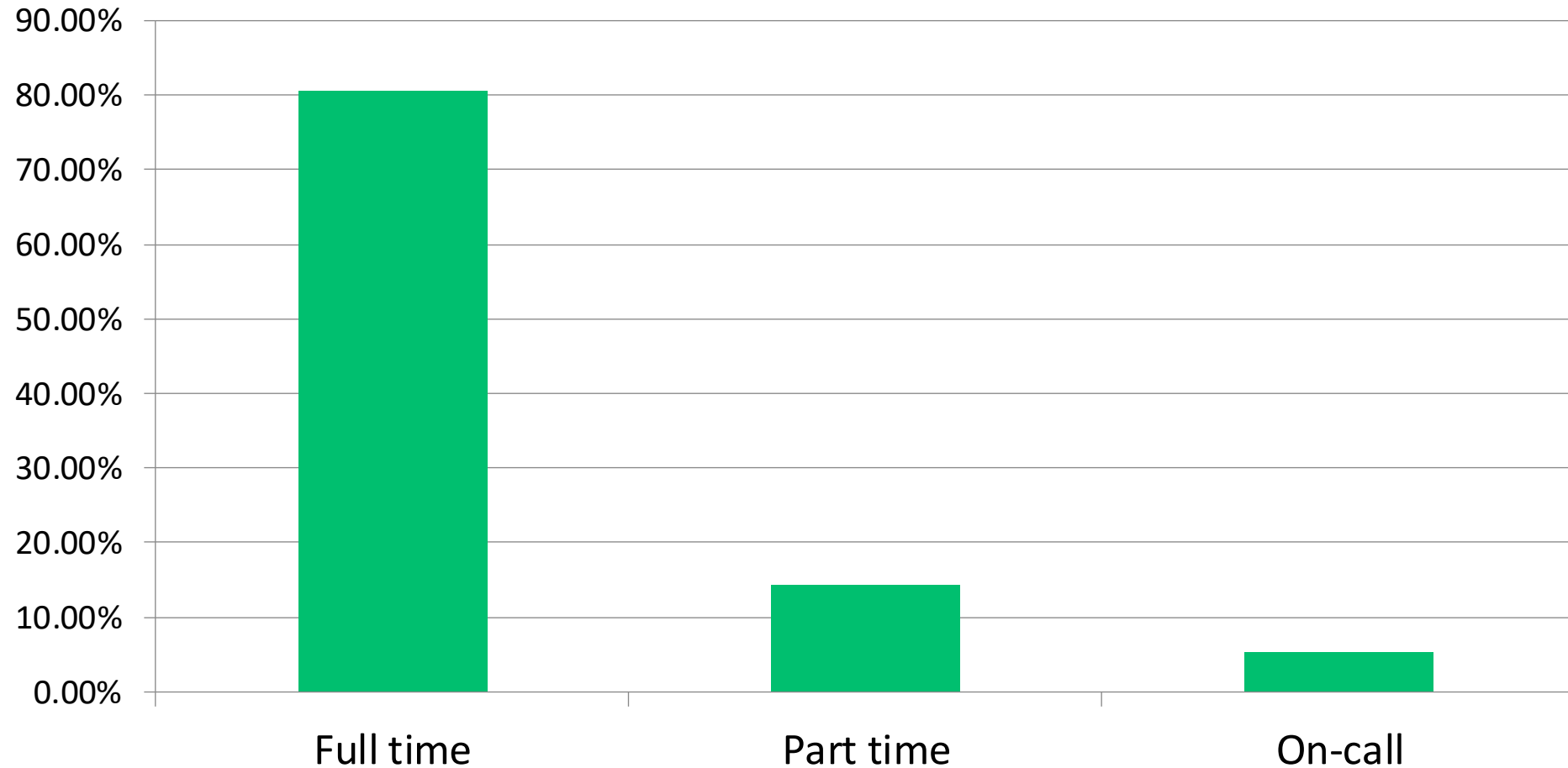
Employees

The following questions were asked specifically to employees of Monterey businesses.

Employees

- ☐ Full time
- ☐ Part time
- ☐ On-call

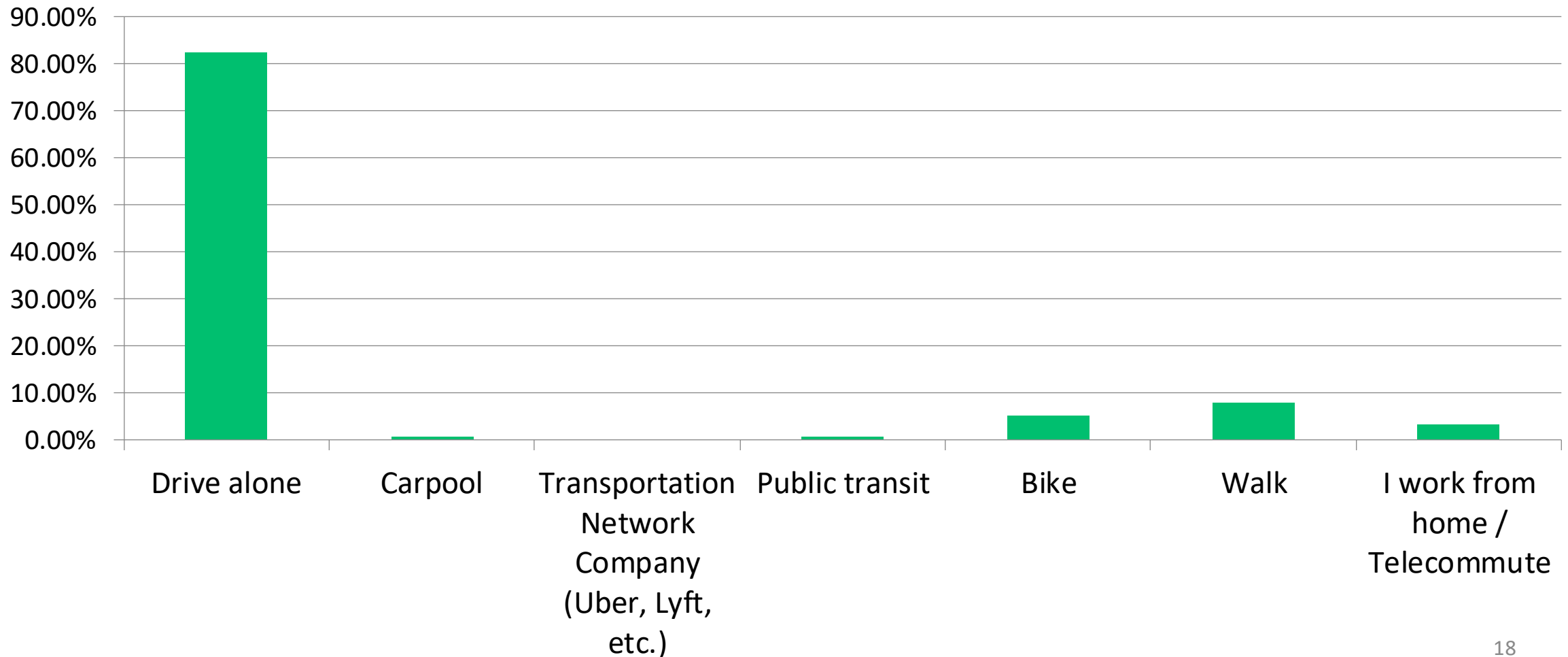
Which best describes your employment type?



Employees

- ☐ Drive alone
- ☐ Carpool
- ☐ Uber, Lyft, etc.
- ☐ Public transit
- ☐ Bike
- ☐ Walk
- ☐ I work from home / Telecommute

During typical times (not during the pandemic), how do you/will you commute to work?

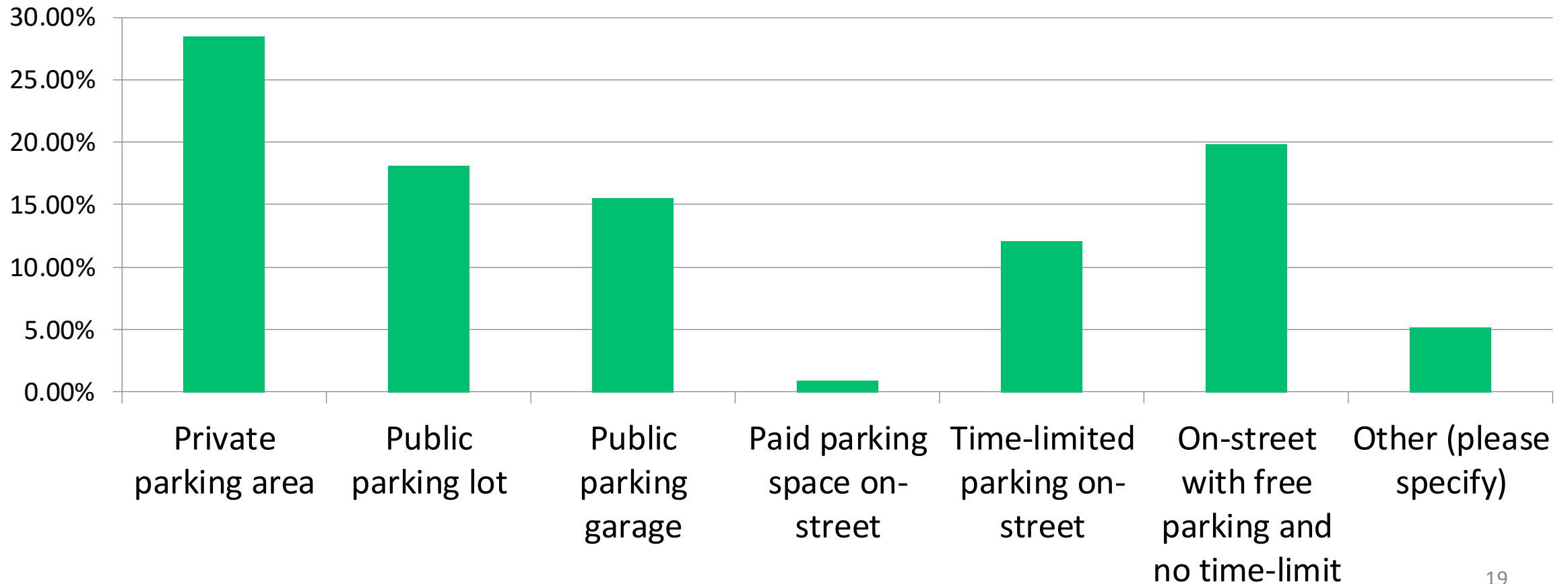


Employees

Where do you typically park while you're at work?

- ☐ Private parking area
- ☐ Public parking lot
- ☐ Public parking garage
- ☐ Paid parking space on-street

- ☐ Time-limited parking on-street
- ☐ On-street with free parking and no time-limit
- ☐ Other (please specify)



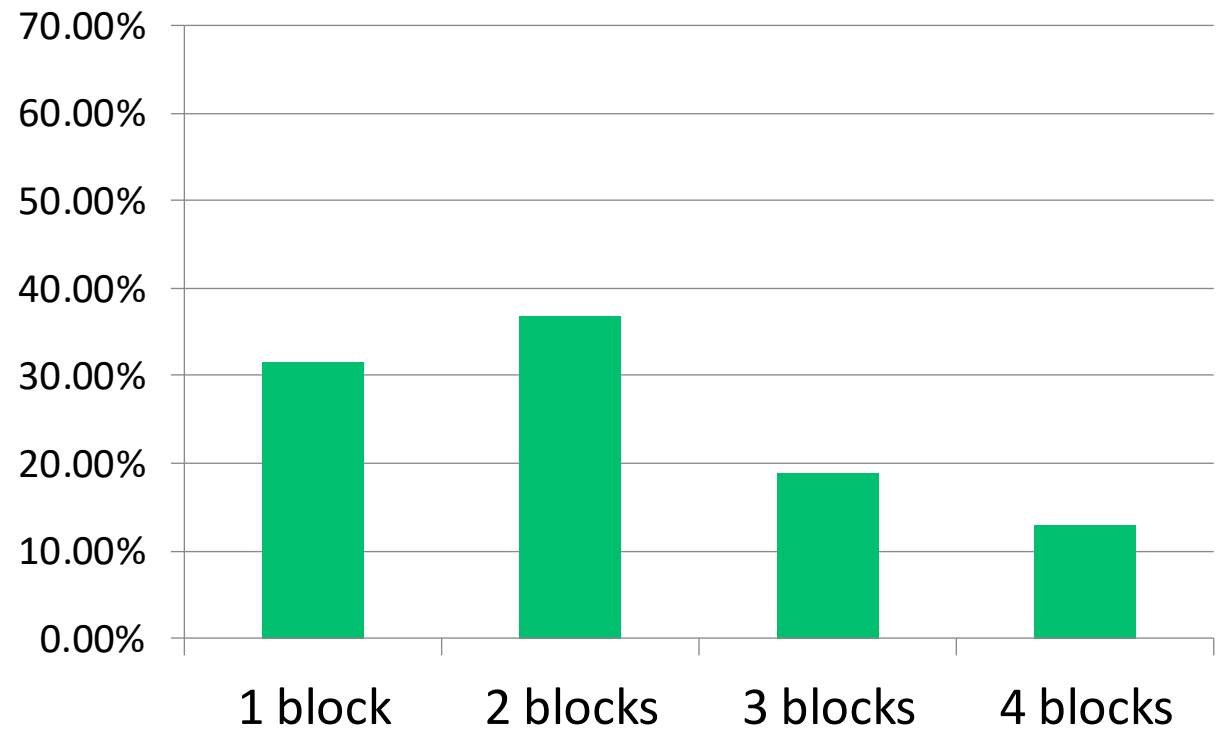
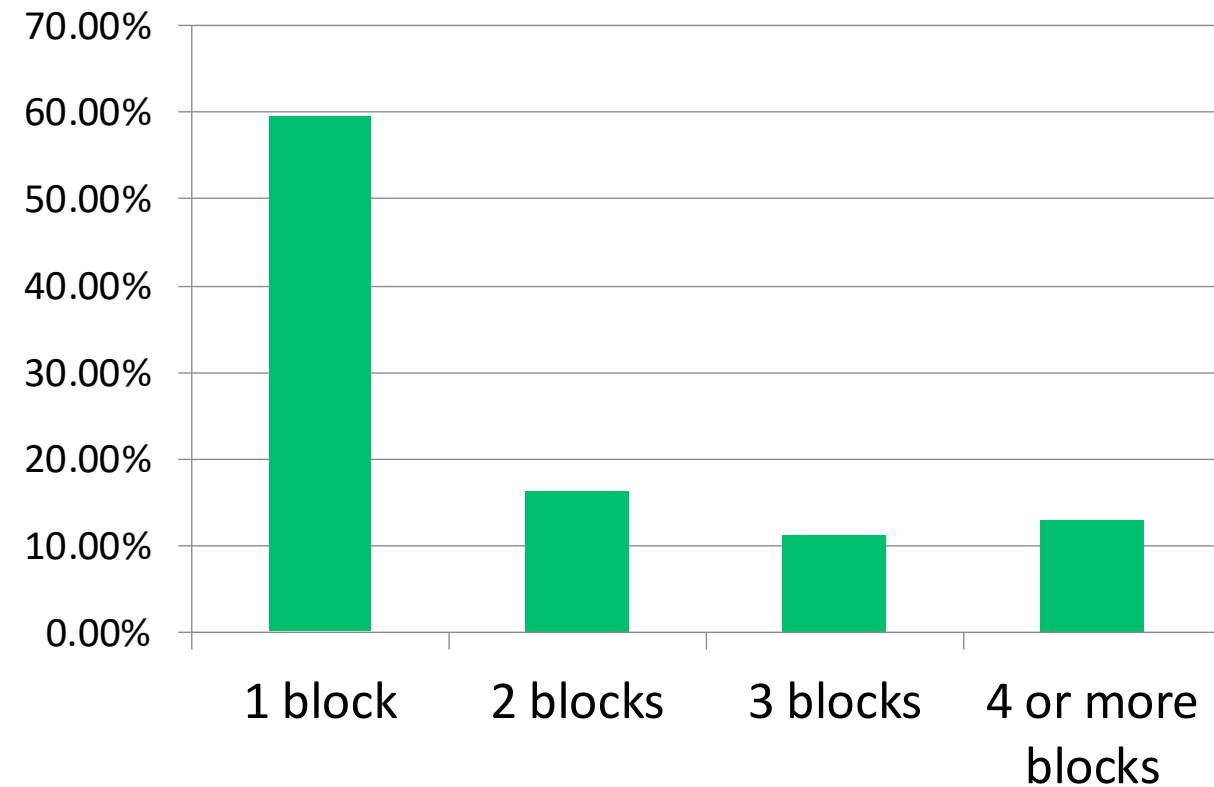
Employees

How far away do you typically park from work?

- 1 block
- 2 blocks
- 3 blocks
- 4+ blocks

What is a reasonable walking distance for you to be able to walk from a parking space to work?

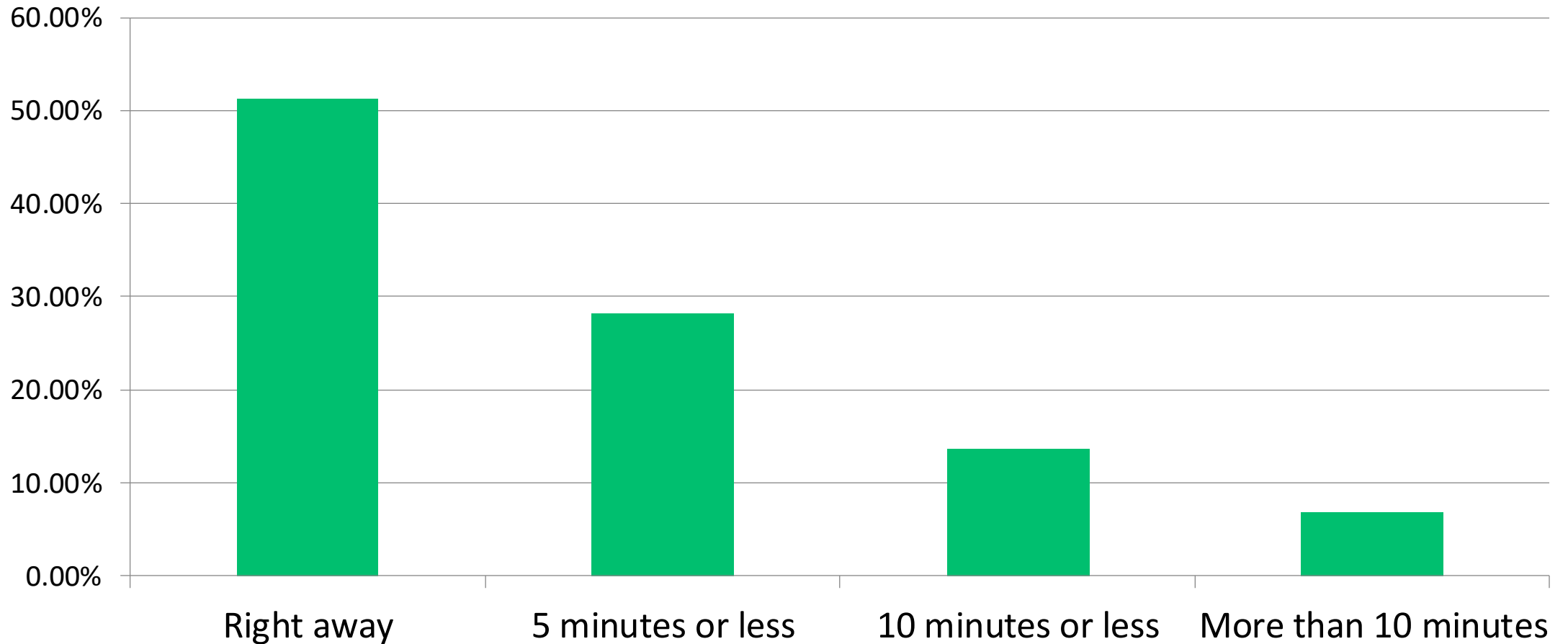
- 1 block
- 2 blocks
- 3 blocks
- 4+ blocks



Employees

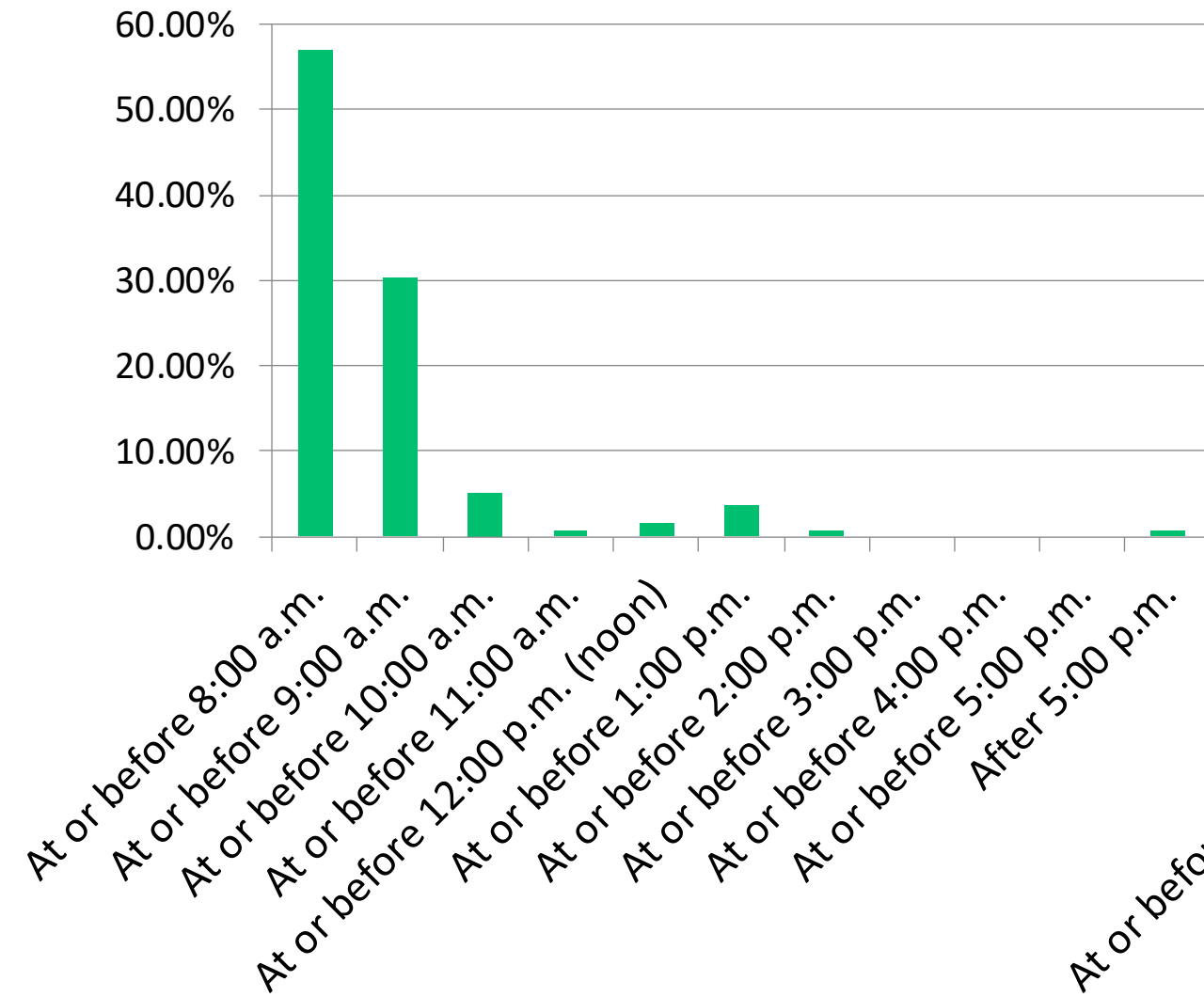
How long does it typically take you to find an available parking space before work?

- ☐ Right away
- ☐ 5 minutes or less
- ☐ 10 minutes or less
- ☐ 10+ minutes

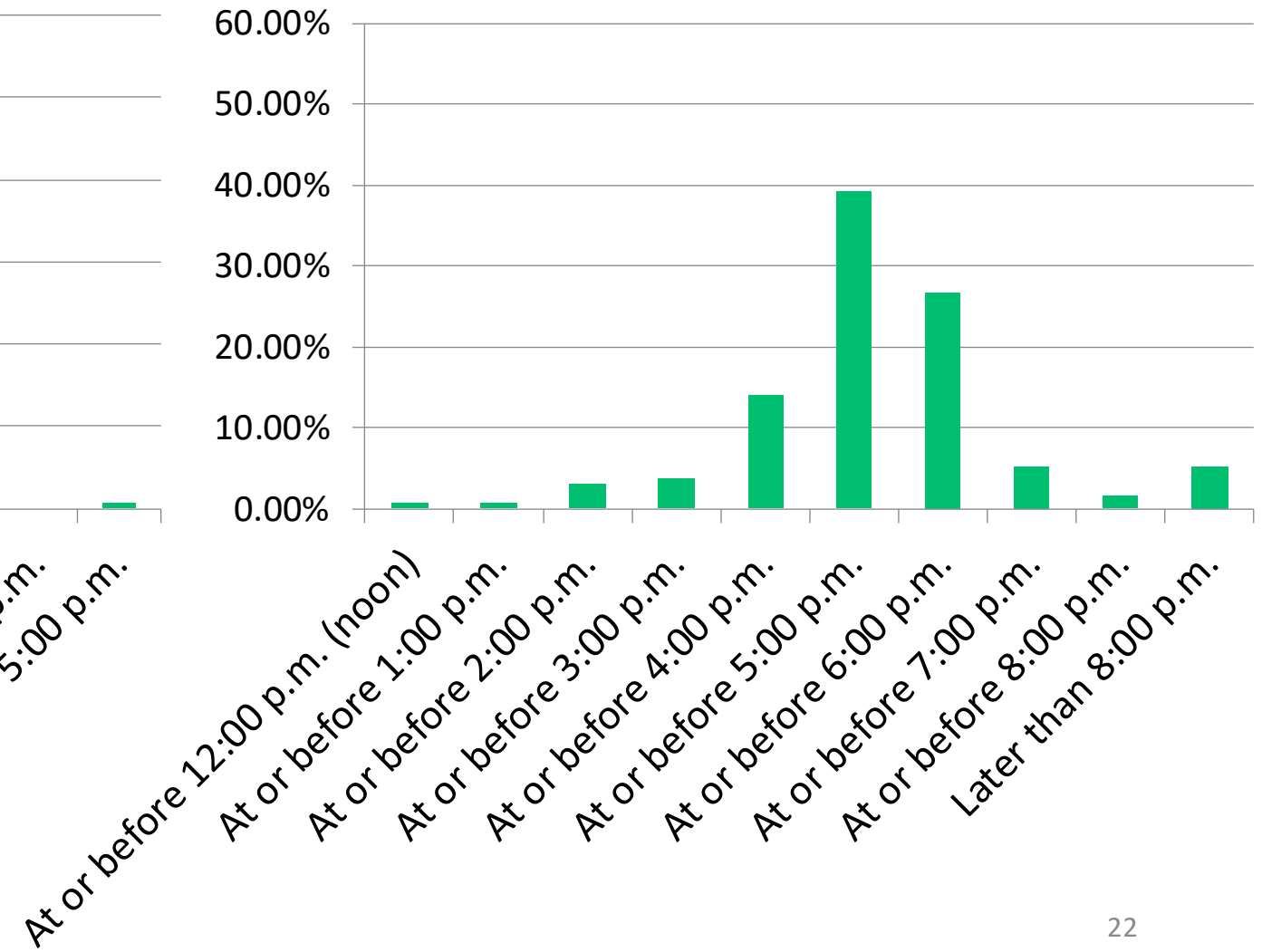


Employees

What time do you typically arrive at work?



What time do you typically depart work?



Employees

If you had a magic wand and could change, fix, or improve anything about parking in the business districts of Monterey what would you do?

Sampling of written-in answers:

Free parking for employees in Monterey

stop all the Uber/Lyft/Door Dash etc drivers from clogging the streets and preventing parking access by double parking, especially in the busiest districts on Alvarado and Cannery Row

Find good parking options for employees that don't require walking a quarter to half mile from the nearest free parking.

More opportunities for free short term parking and information about where parking is available

More free parking opportunities for employees. If it's for leisure I don't mind paying, but I work on Cannery Row, and bike to work because parking can be a nightmare and I don't want to pay 200+\$ a year to JUST to go to work...

Reduce single occupant vehicles in Monterey

Have a park and ride from Marina

Better bike parking options at businesses so I can bike to restaurants and shopping and have a secure and convenient place to lock my bike without it (or parts of it) being stolen.

Bring back the customer service. Miss the people in Parking.

Improve the aesthetics of our major garages and lots to make them more inviting for visitors and more attractive for residents

Get rid of free parking. Read "the high cost of free parking"

Greater community use of empty parking spaces/lots

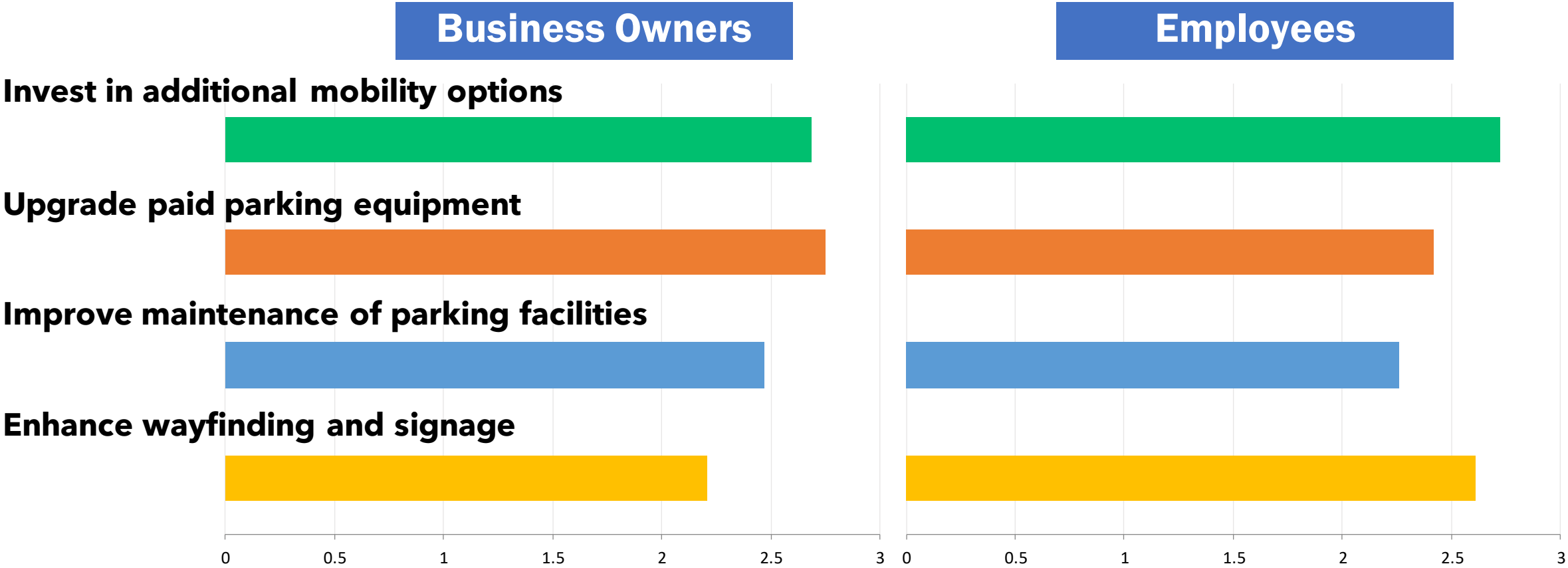
Business Owners & Employees: Priorities, Locals Programs

The following questions asked business owners and employees to rank their priorities and rate their knowledge of the local's programs. To preface the questions, the survey explained the two programs under evaluation:

Resident Parking Pass Program: The City of Monterey offers a parking program which allows City of Monterey residents and active-duty military, with the purchase of a discount parking permit, a maximum of two hours of free parking, per day, per parking facility. There is an annual \$20 fee charged for each discount parking permit. The permit is valid for 12 months from the date of issue and is valid in the Downtown Garages, Cannery Row Garage and the Waterfront Lot.

Monterey Local's Parking Program: Monterey County residents can receive a 2-hour validation from Wharf merchants valid Monday-Thursday in the Waterfront Lot with valid ID. The Cannery Row Locals program, which provided free parking after 4 pm in the Cannery Row Garage expired in June of 2021 and is on pause while the City evaluates the program and its renewal.

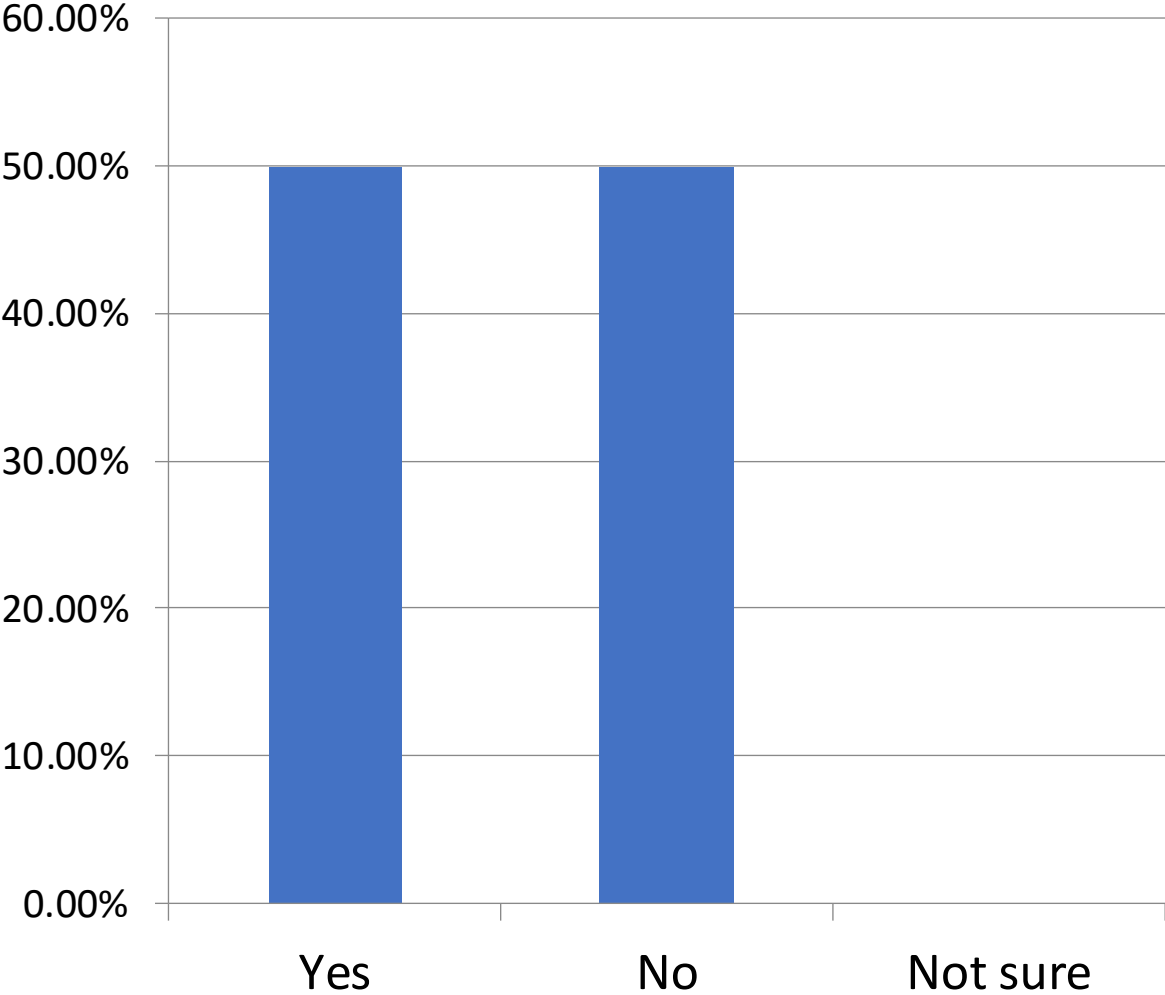
Rank the following priorities from most important to least important for the Monterey business district your business is located in:



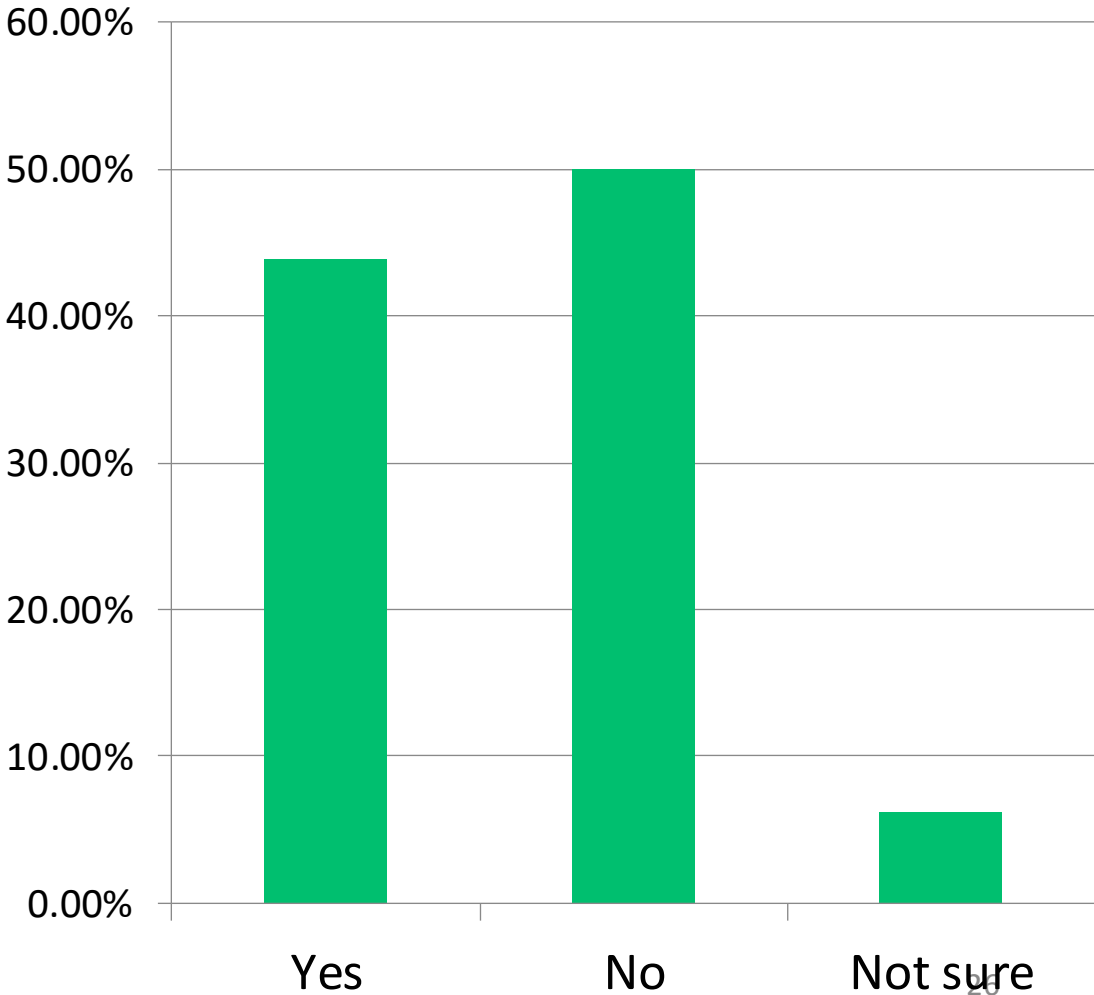
Were you aware of the current City of Monterey Resident Parking Pass Program?

- ☐ Yes
- ☐ No
- ☐ Not sure

Business Owners



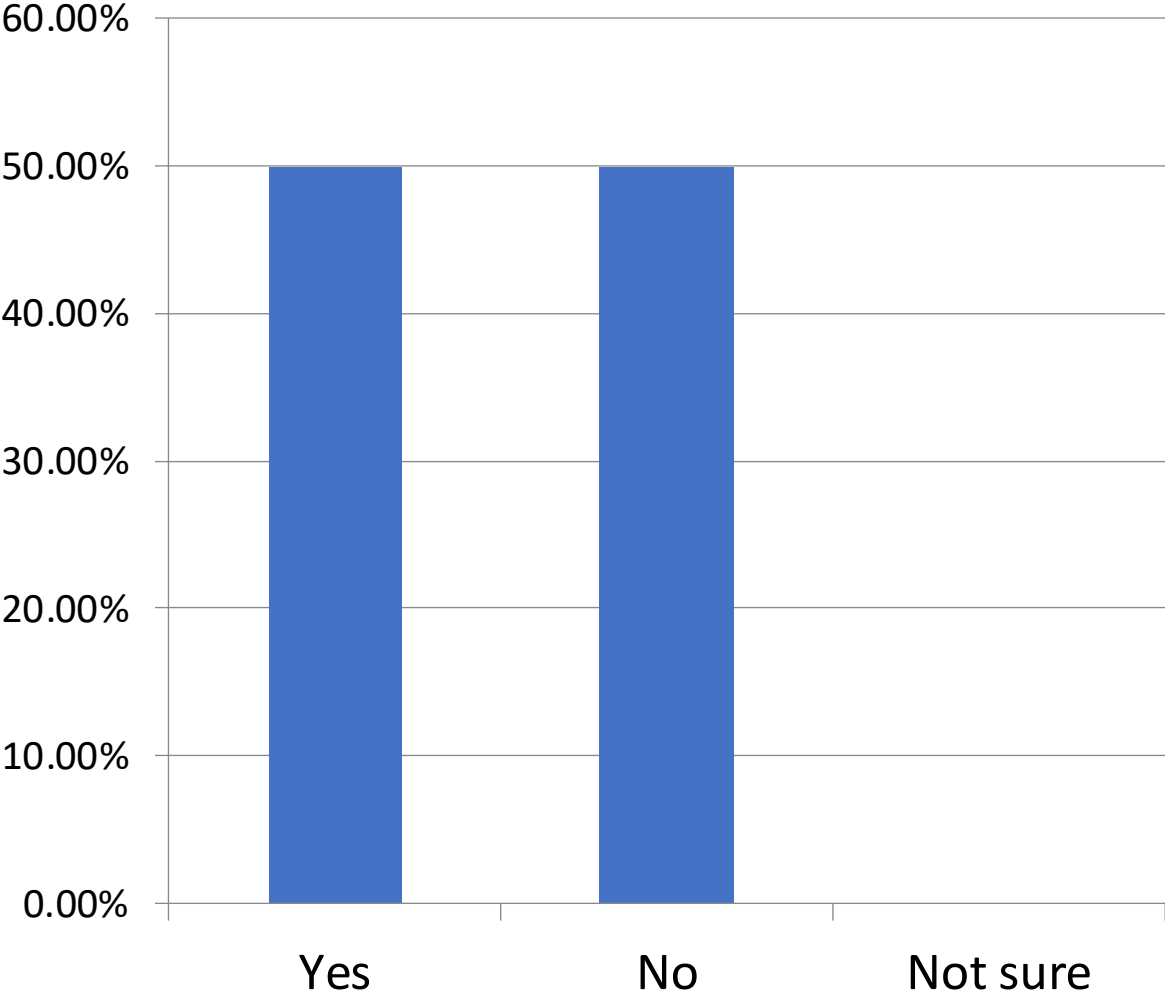
Employees



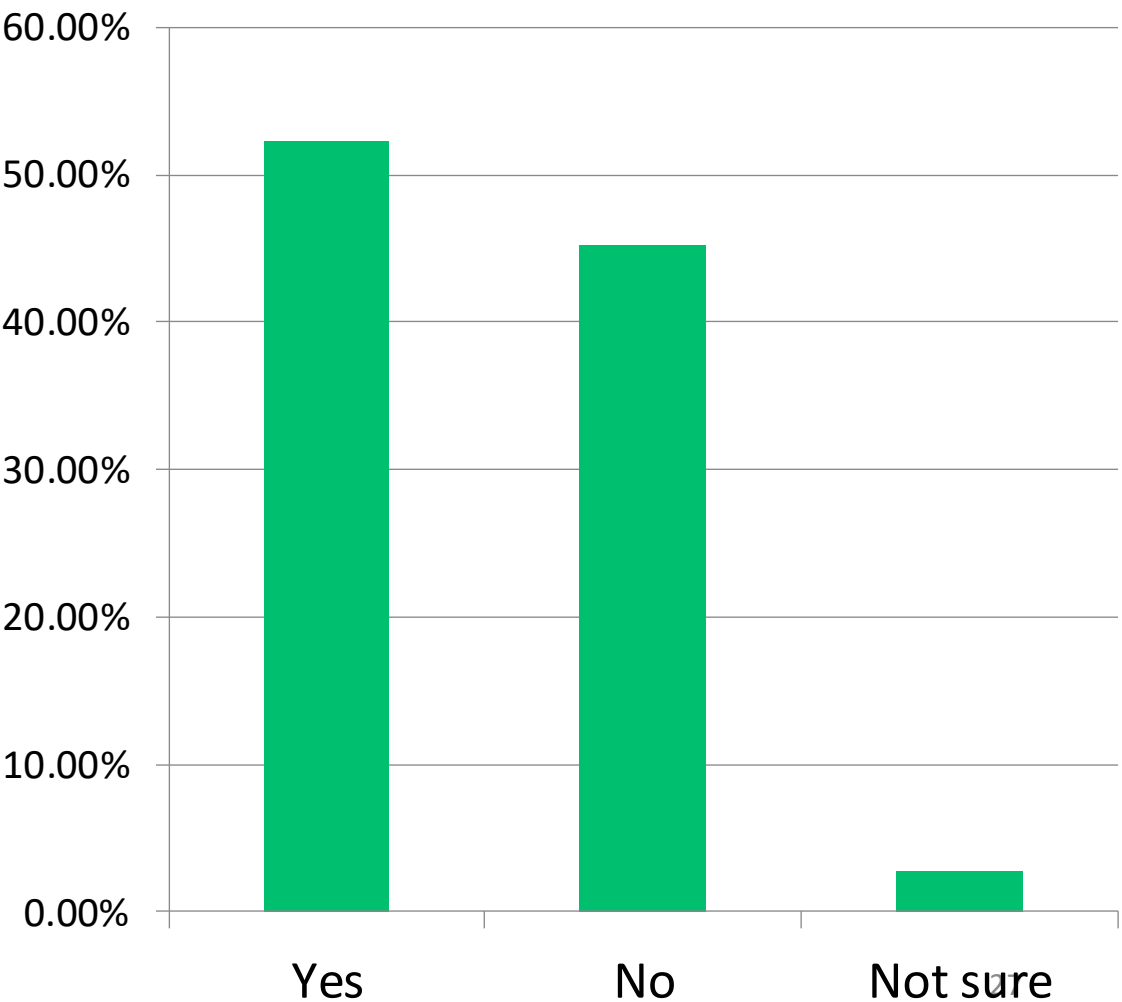
Were you aware of the Monterey Local's Parking Program that was available to Monterey County residents?

- Yes
- No
- Not sure

Business Owners



Employees

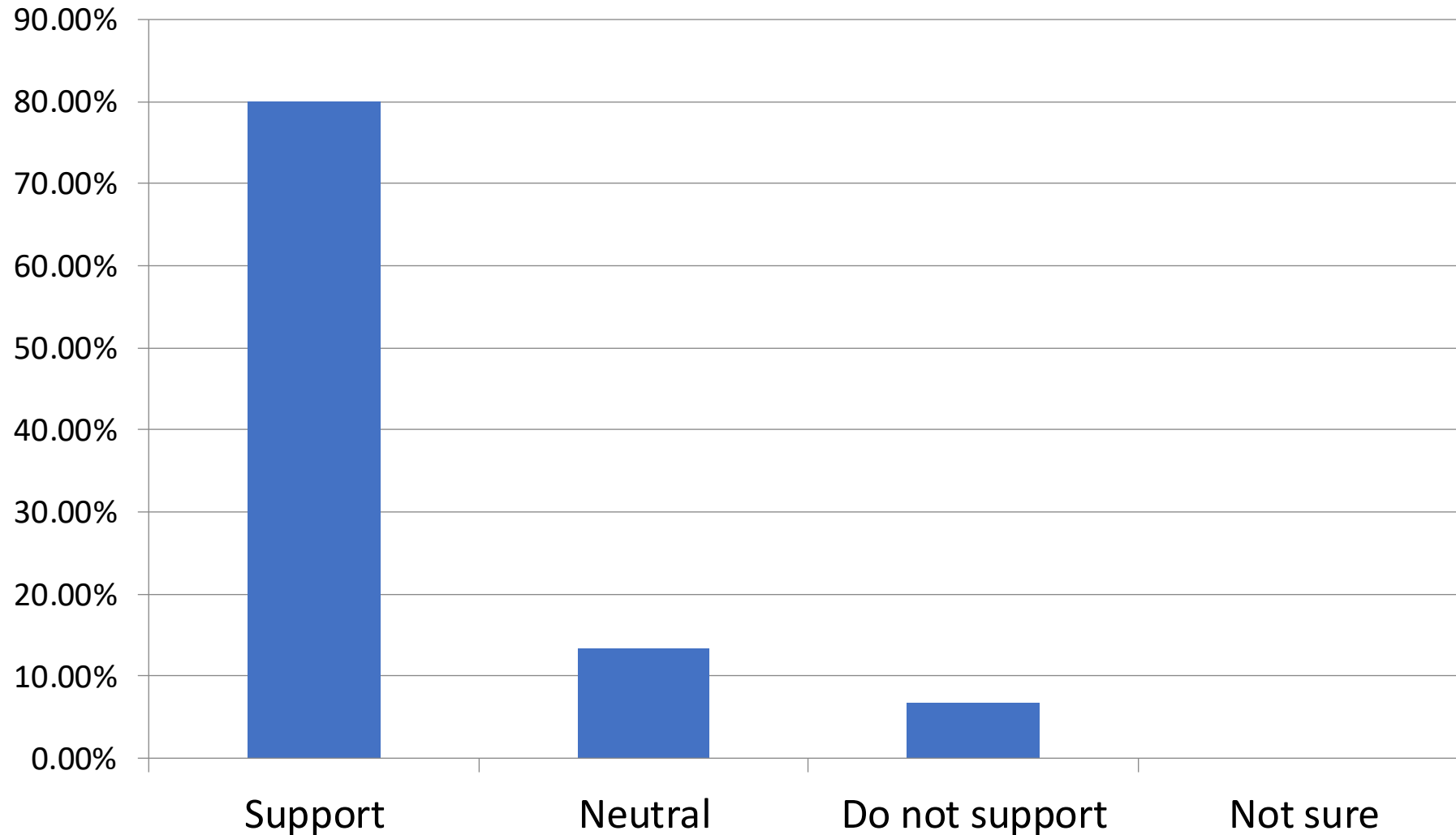


Business Owners: Potential Strategies

The following questions asked business owners to gauge their support for potential strategies in the business districts.

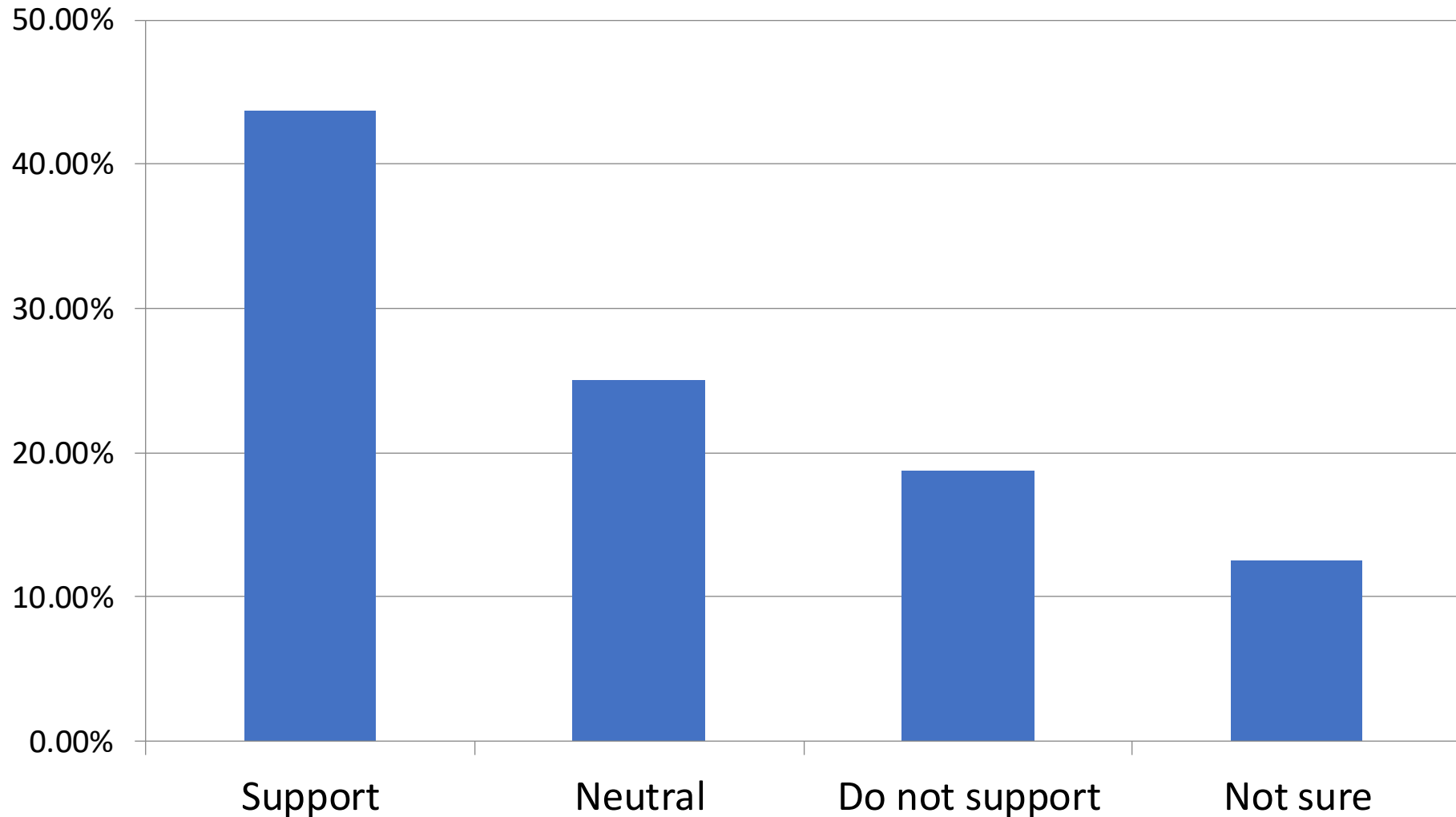
Business Owners

Option: Modernize the local's programs, and allow for conveniences such as online applications, digital permits, and automatic permit renewals.



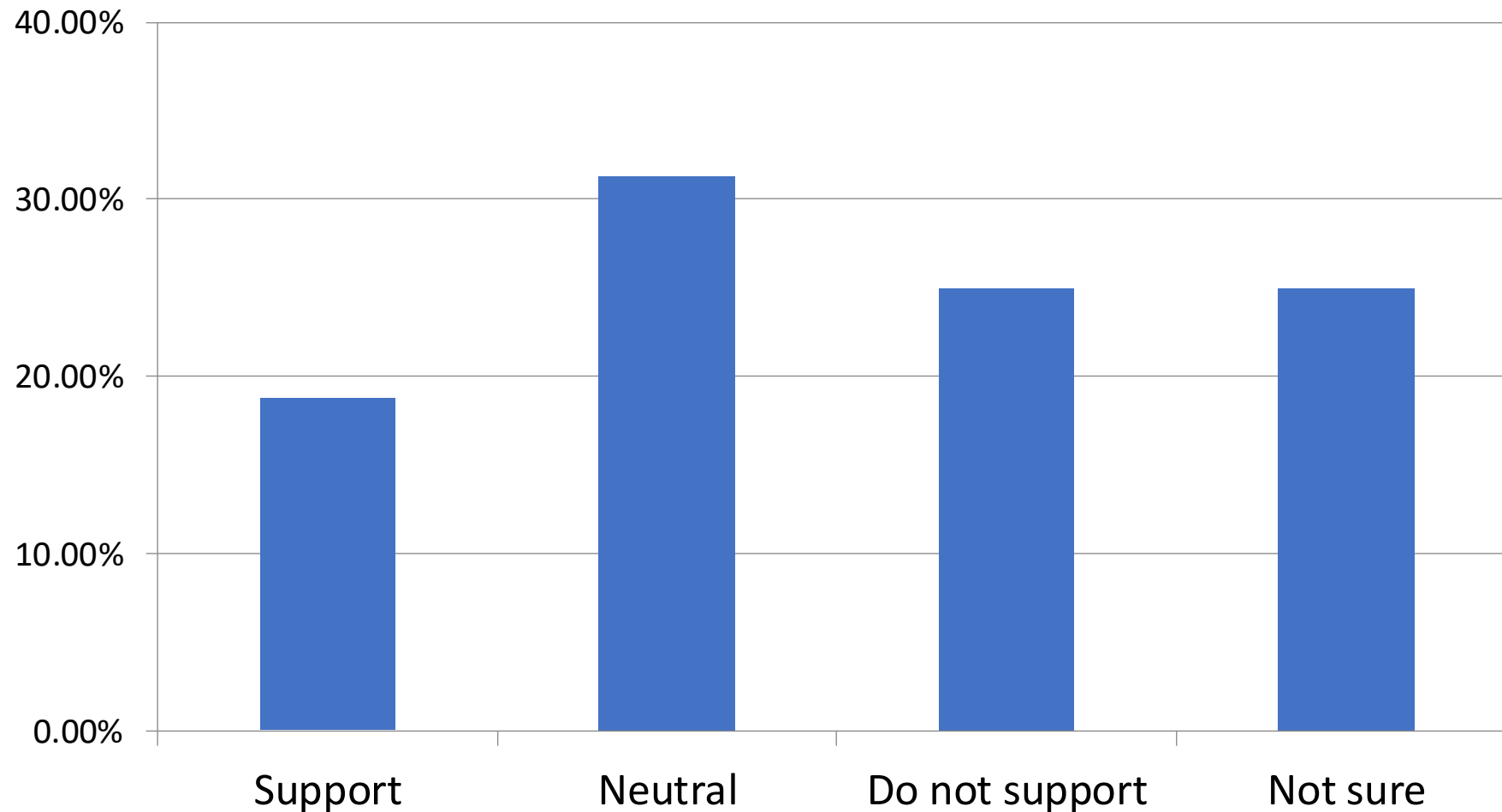
Business Owners

Option: Adjust the local's program rules to focus on attracting residents and customers to the business districts during non-peak periods.



Business Owners

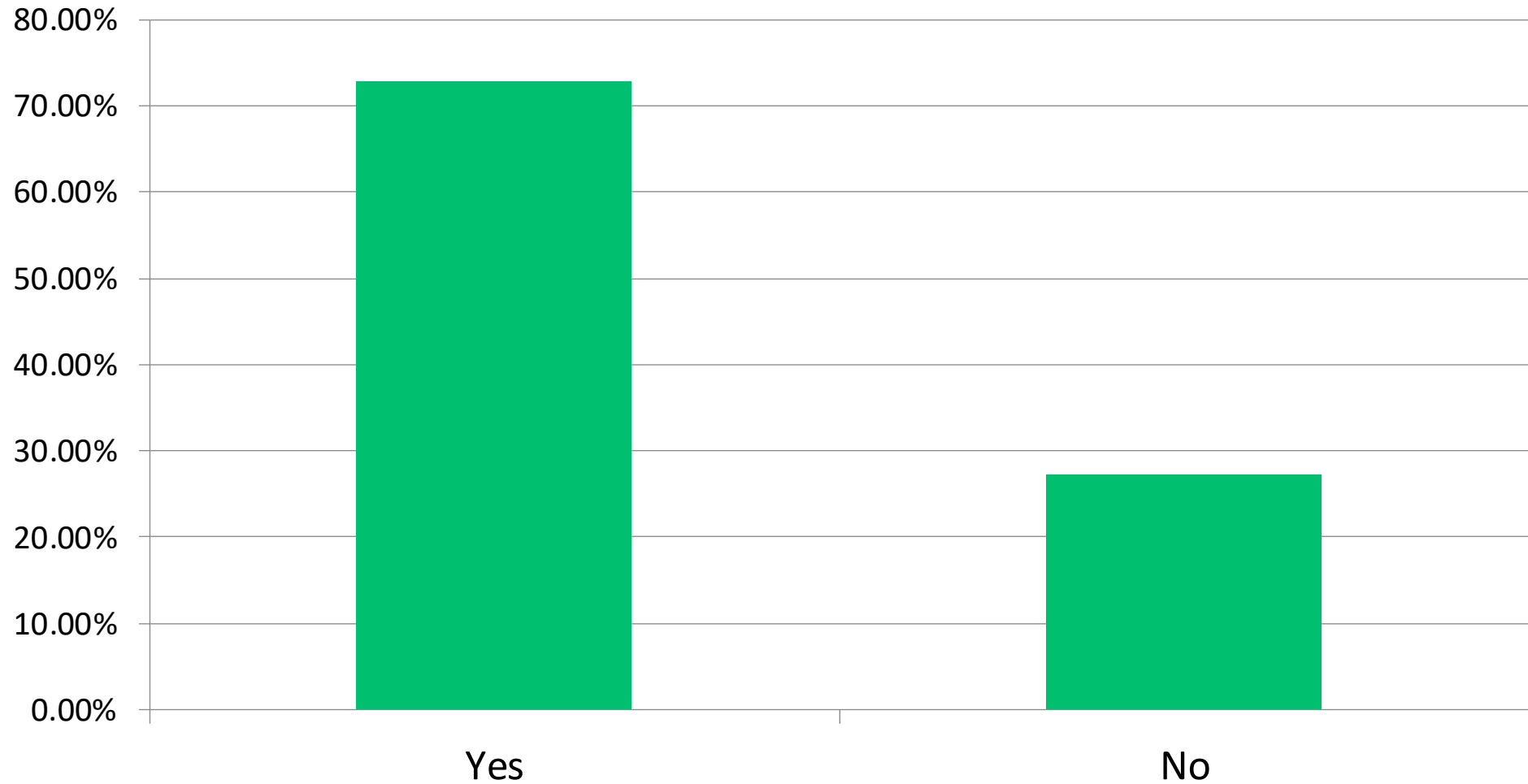
Option: Replace the local's programs with a merchant and local business discount parking validation program where discounted parking can be provided to any customers (rather than just locals).



Survey Part 2: Monterey Residents

Do you live in the City of Monterey?

☐ Yes
☐ No



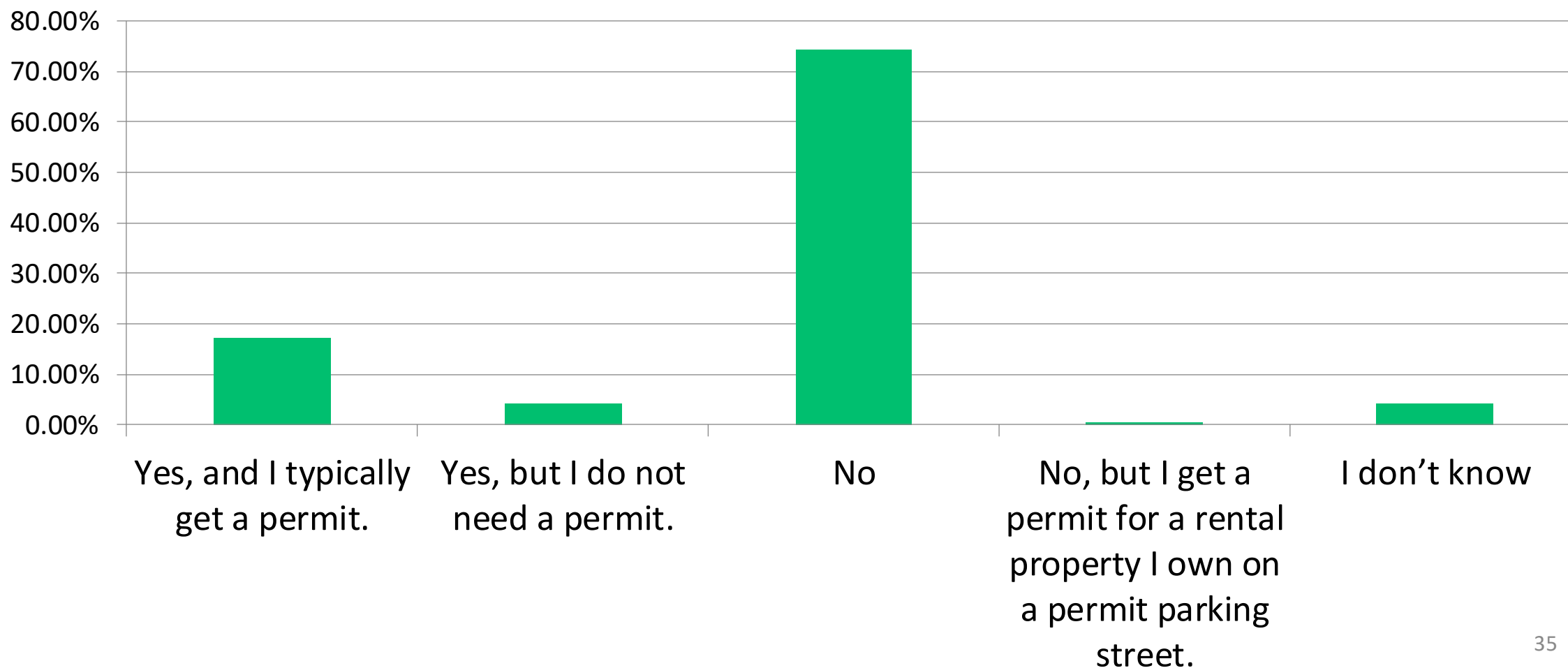
Permit Streets

The following question was posed specifically to those who answered that they are Monterey residents.

Monterey Residents

Do you live on a street that requires a parking permit?

- ☐ Yes, and I typically get a permit.
- ☐ Yes, but I do not need a permit.
- ☐ No
- ☐ No, but I get a permit for a rental property I own on a permit parking street.
- ☐ I don't know

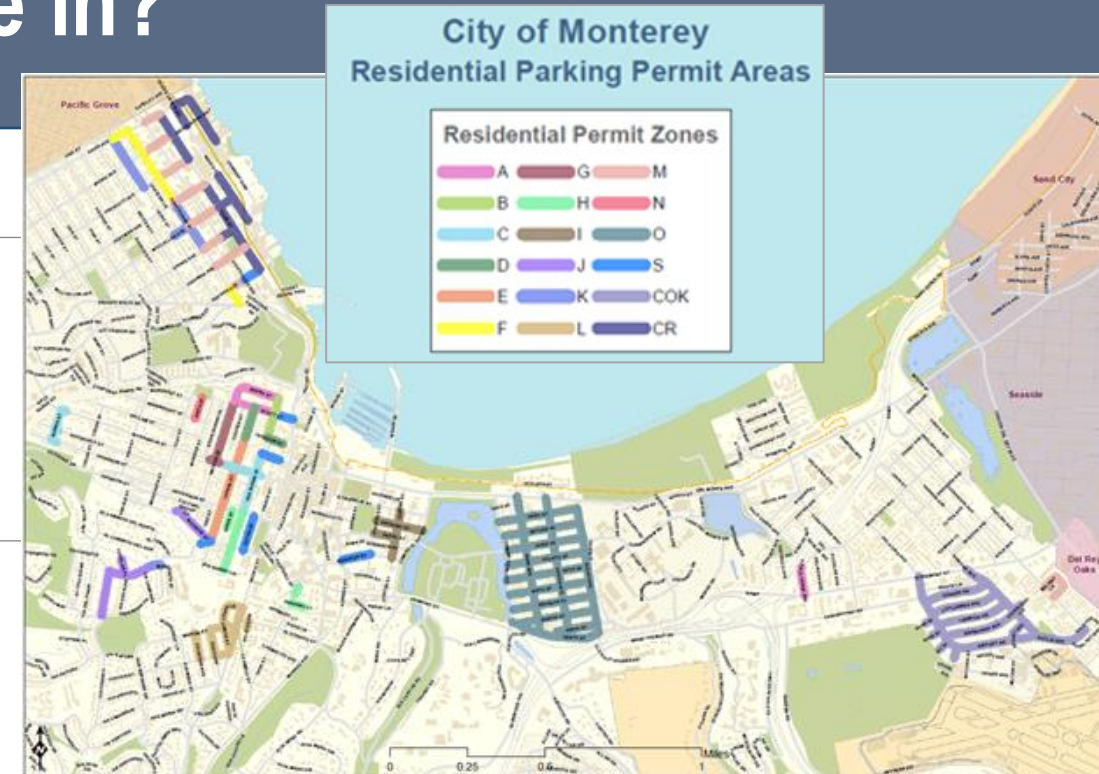
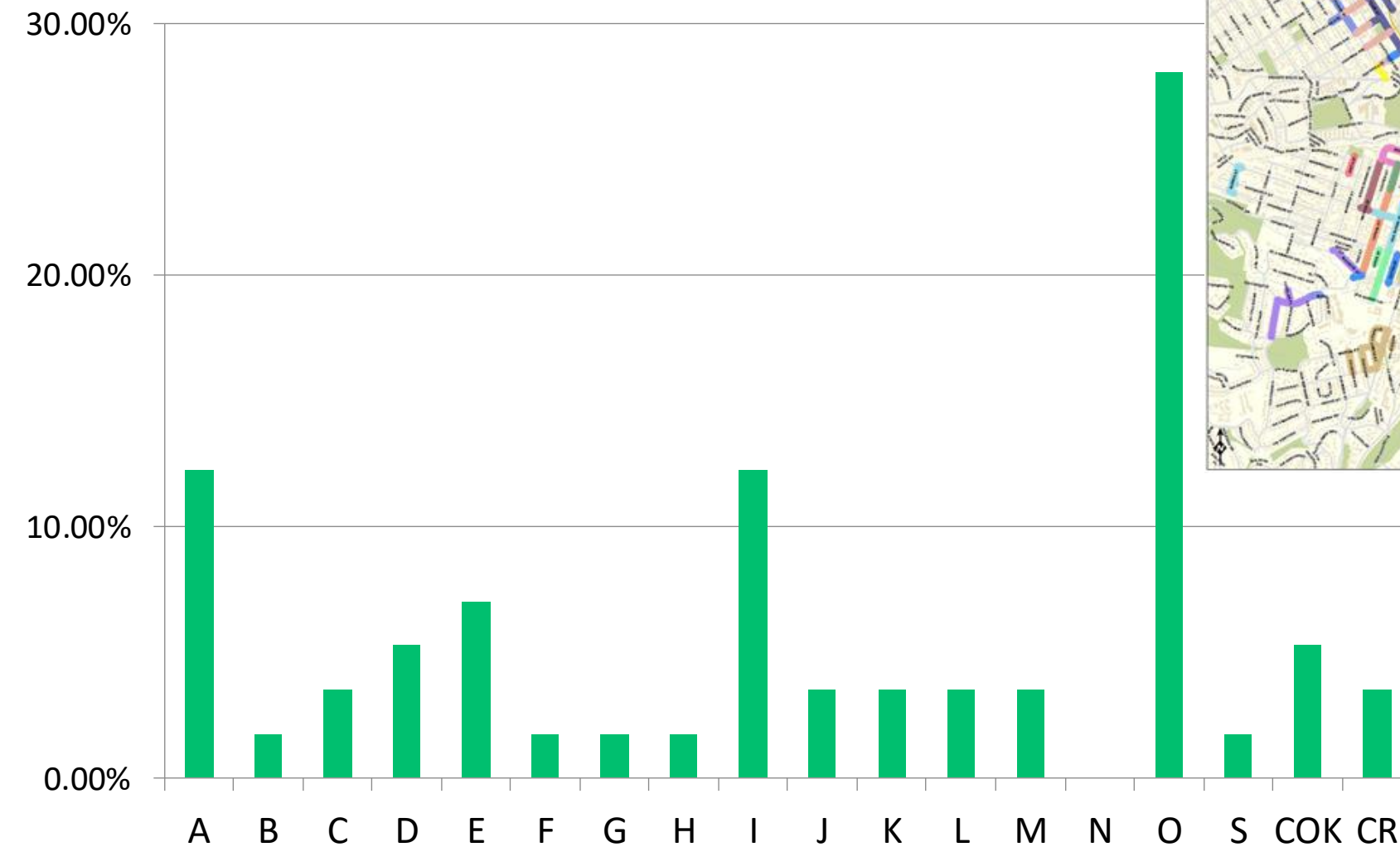


Permit Streets

The following questions were posed specifically to residents who stated they live on permit streets.

Permit Streets

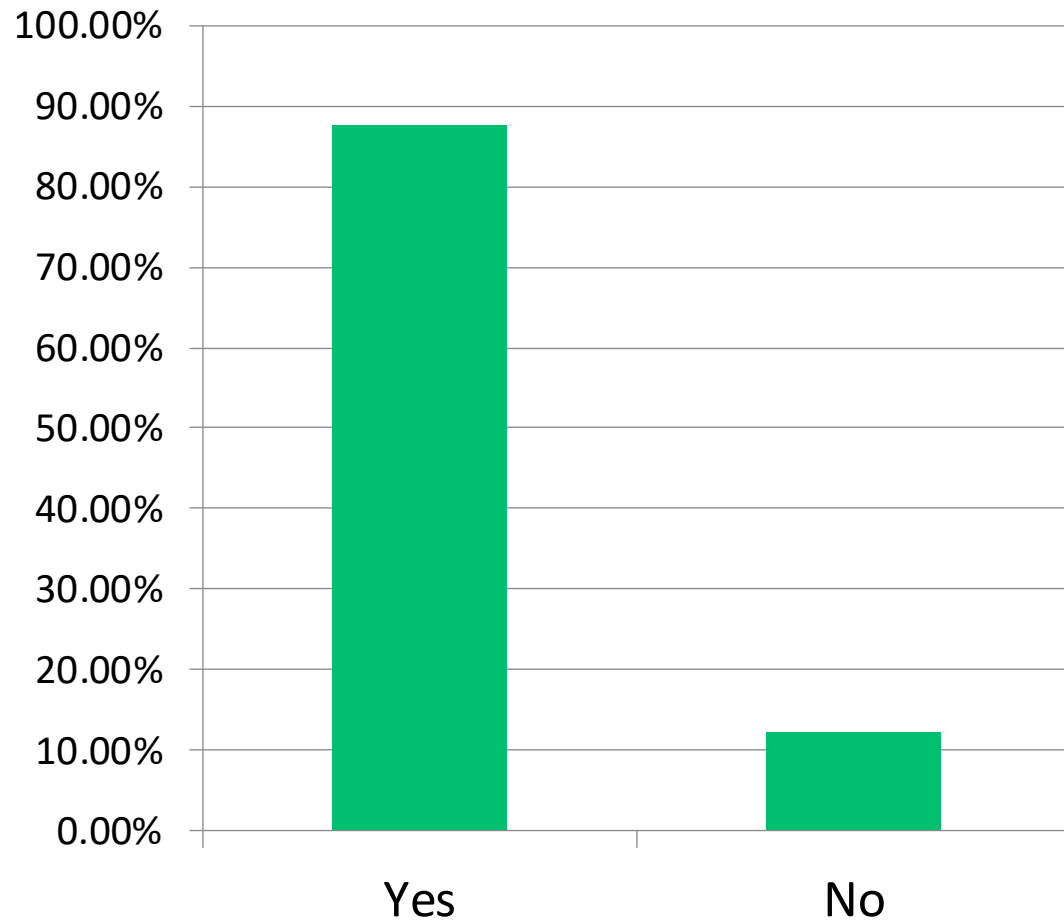
Which permit parking zone do you live in?



Permit Streets

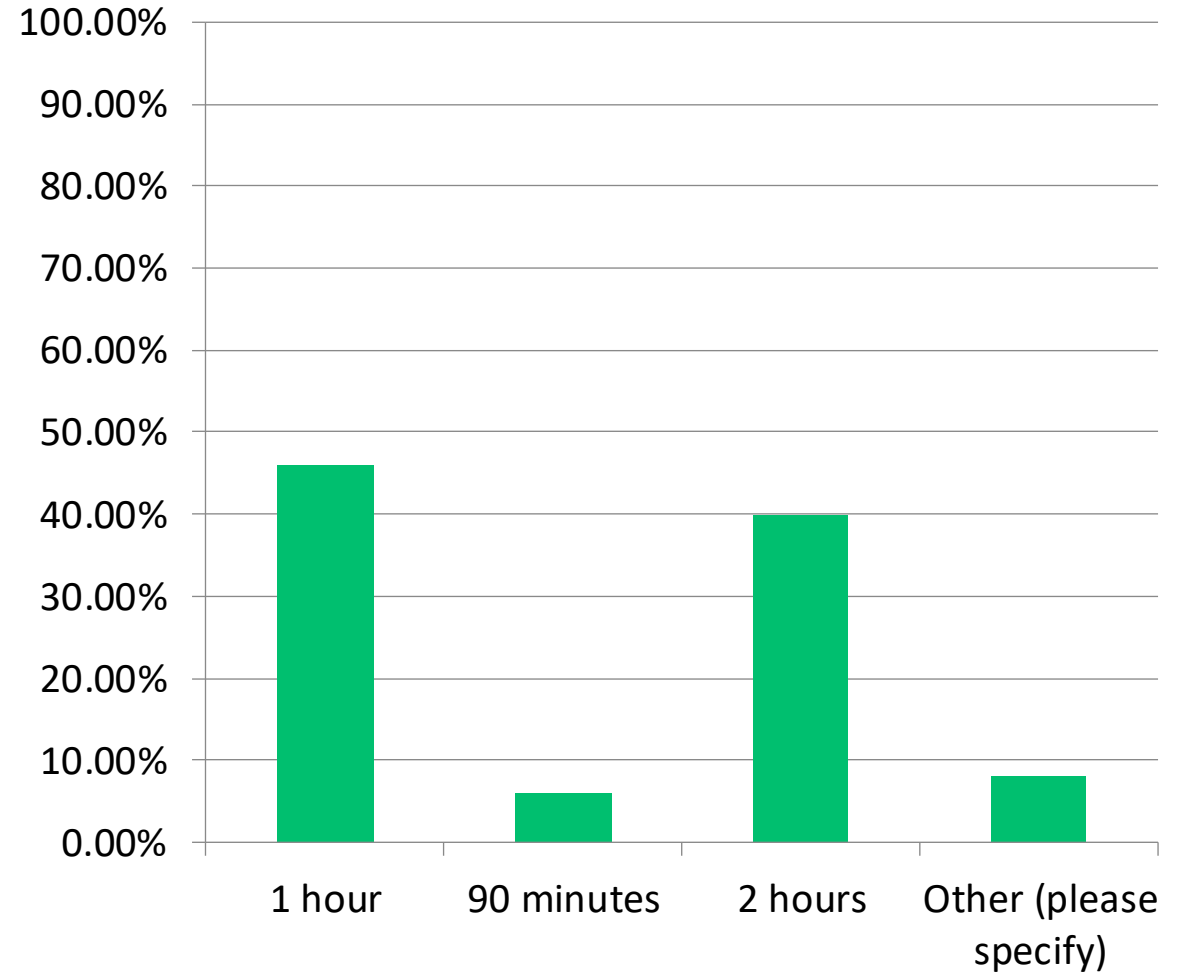
Does your street have a time limit for vehicles without a parking permit?

☐ Yes
☐ No



If yes, how long is the time limit on your street?

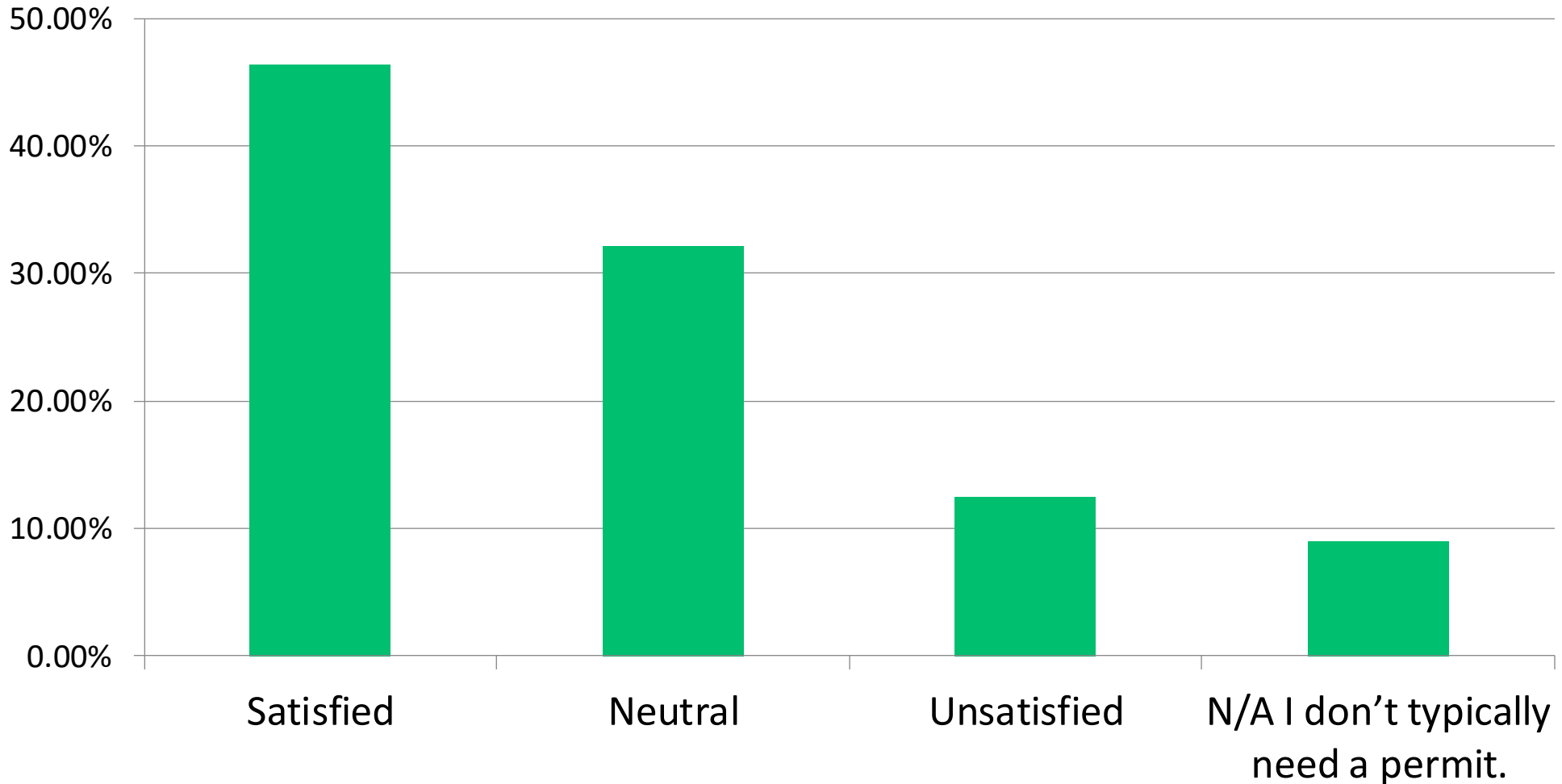
- ☐ 1 hour
☐ 90 minutes
☐ 2 hours
☐ Other



Permit Streets

How satisfied are you with the current process for applying for a parking permit?

- ☐ Satisfied
- ☐ Neutral
- ☐ Unsatisfied
- ☐ N/A I don't typically need a permit.



Permit Streets & Non-permit Streets

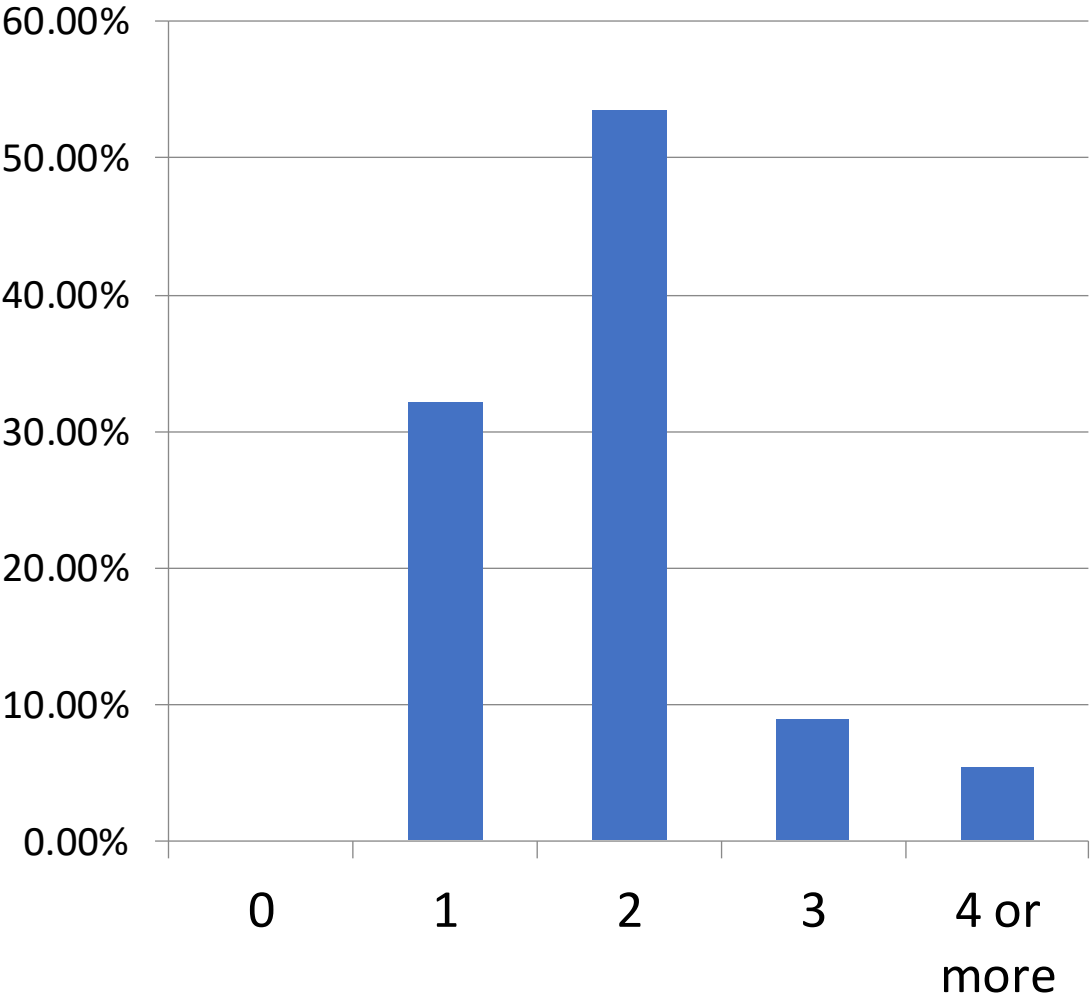
The following questions were posed to all City of Monterey residents.

To better understand the results, responses were broken out into two groups, residents on permit streets and residents on non-permit streets.

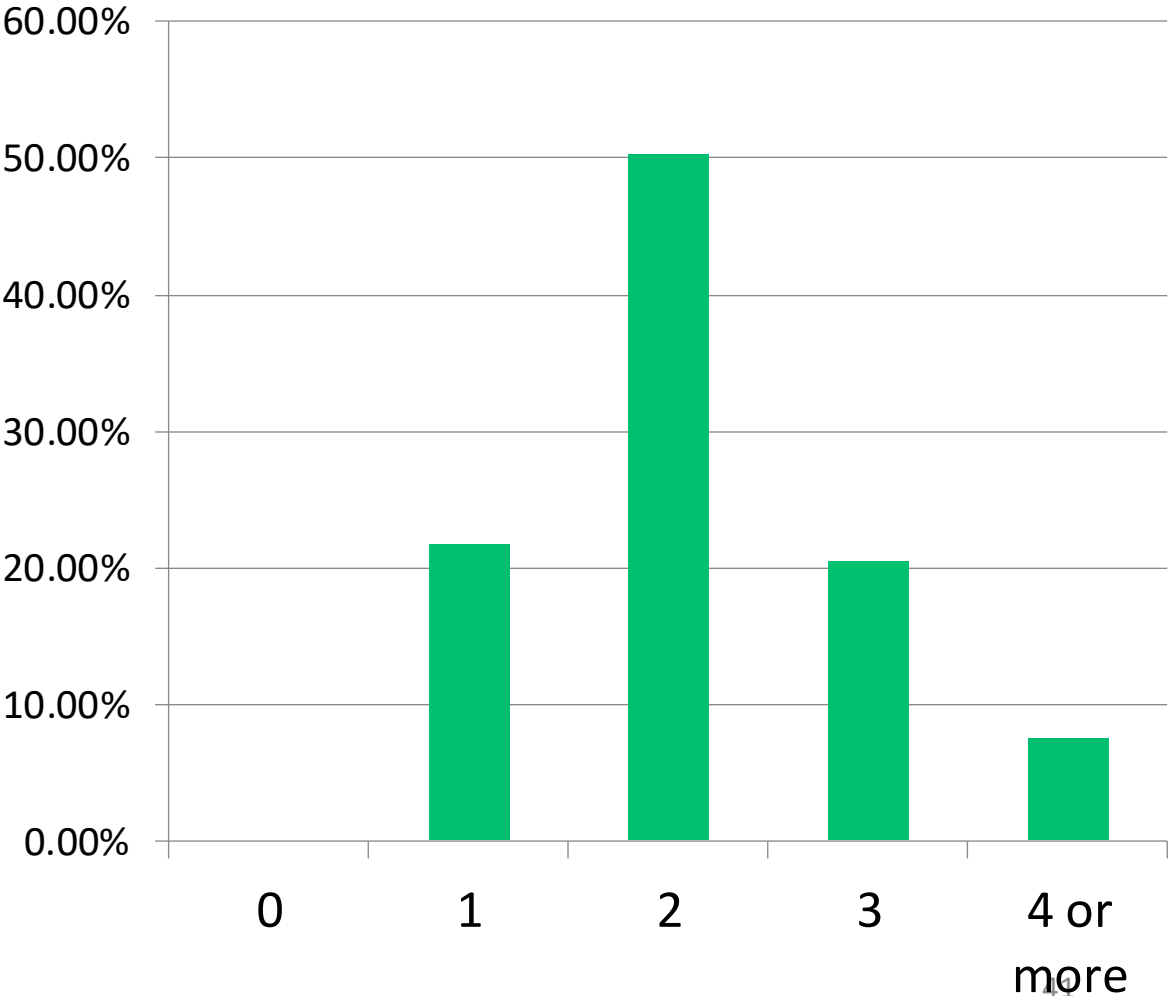
How many cars does your household have?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4 or more

Permit Streets



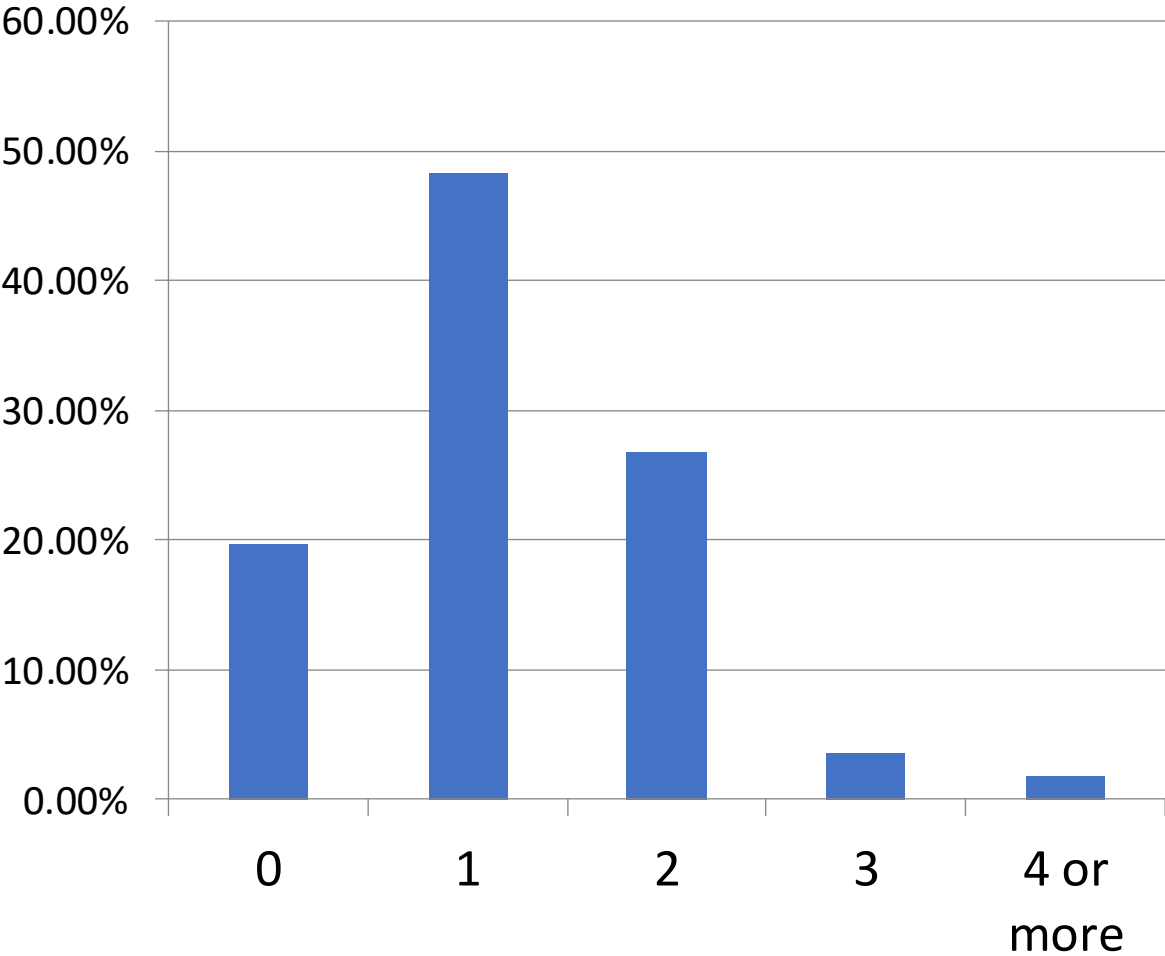
Non-Permit Streets



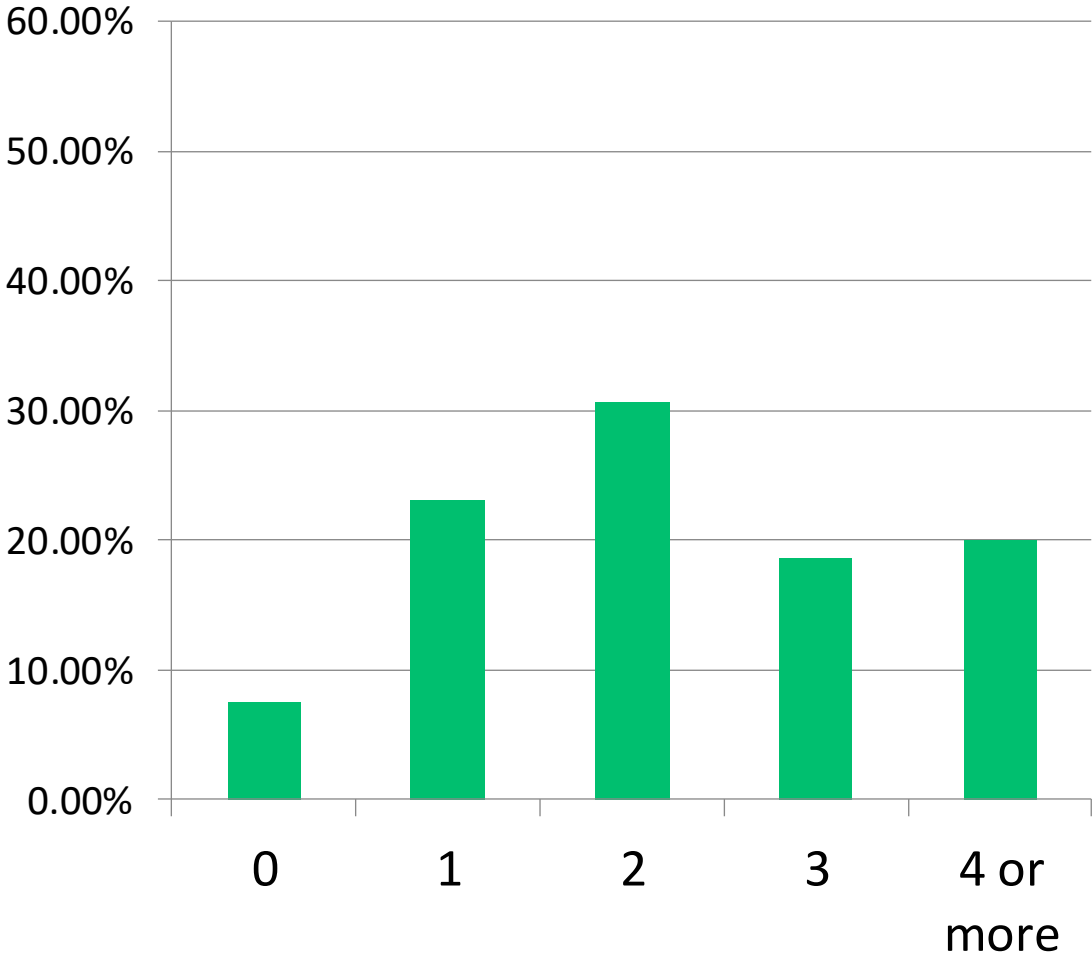
How many on-site parking spaces does your household have available at home?

- 0
- 1
- 2
- 3
- 4 or more

Permit Streets



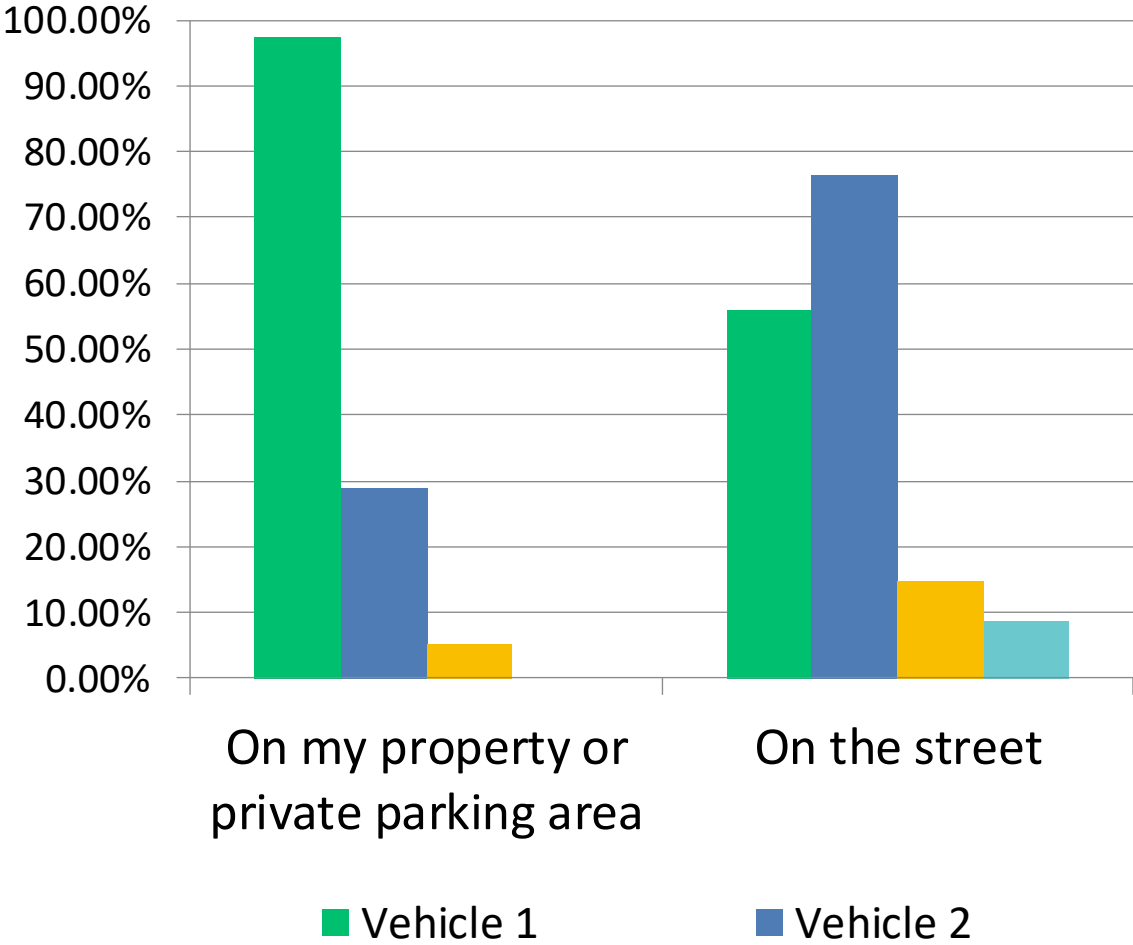
Non-Permit Streets



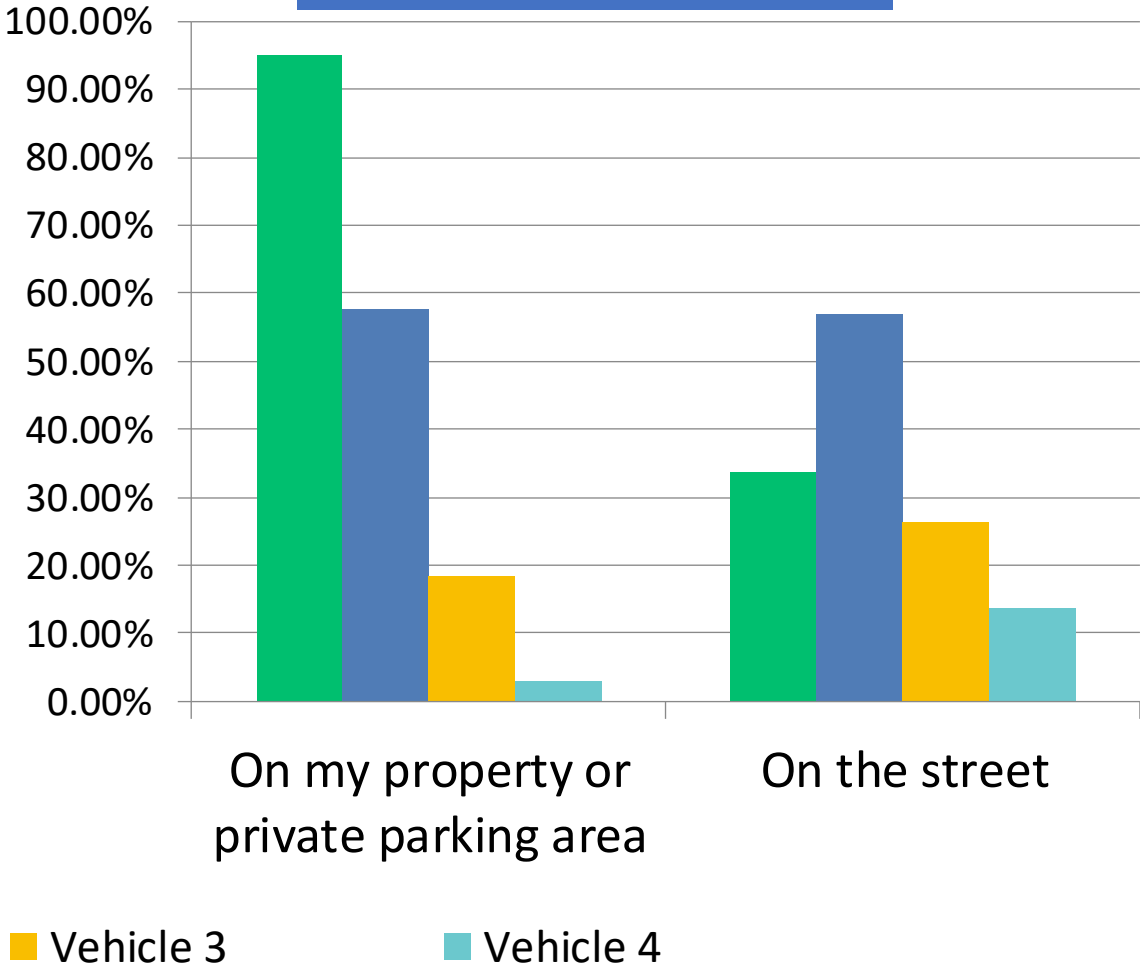
Where do you typically park your car(s) while you are at home?

- ☐ On my property or private parking area
- ☐ On the street
- ☐ Other (please specify)

Permit Streets



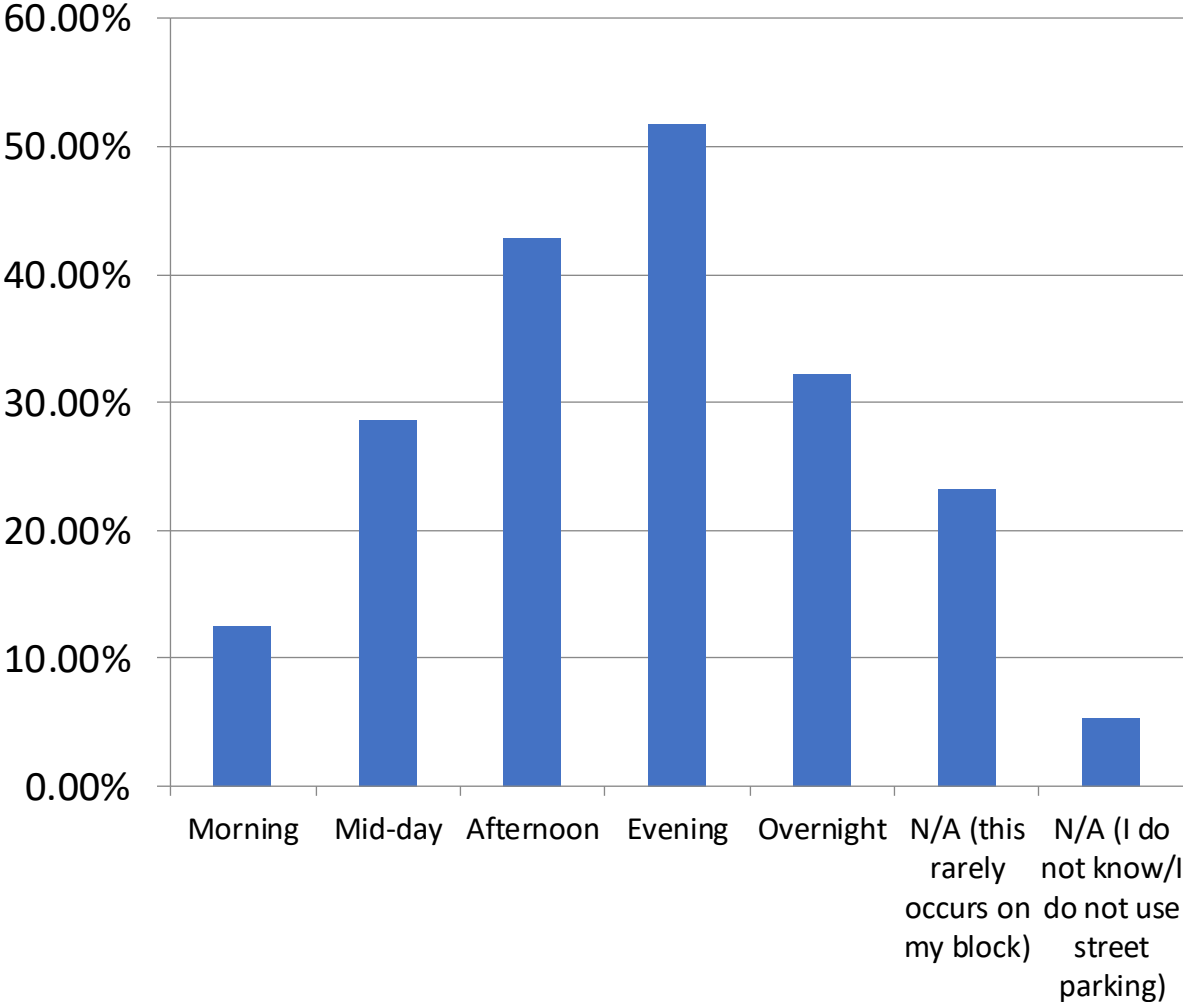
Non-Permit Streets



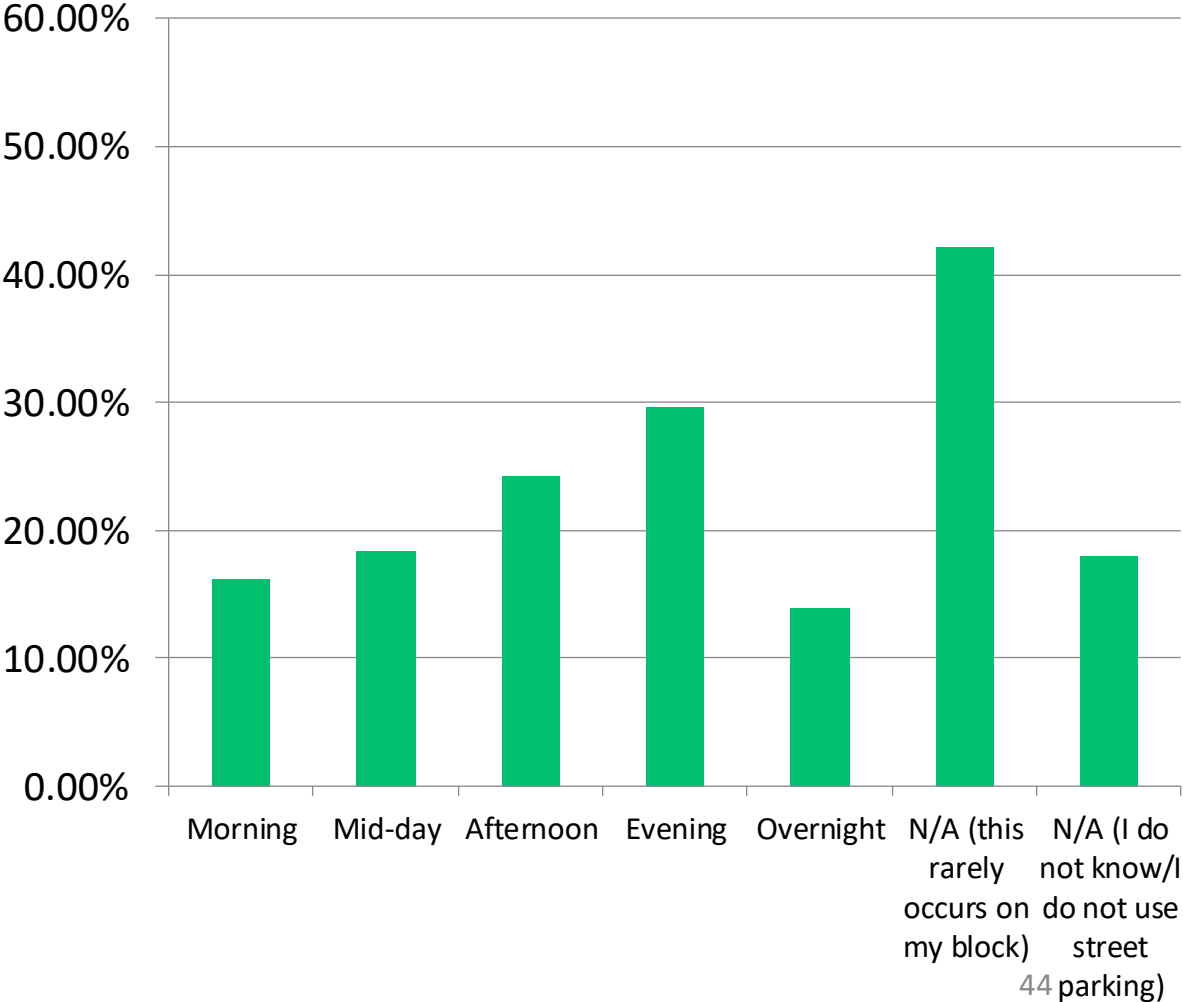
When do you find it difficult to find parking on your block? *(select all that apply)*

- ☐ Morning
- ☐ Mid-day
- ☐ Afternoon
- ☐ Evening
- ☐ Overnight
- ☐ N/A (this rarely occurs on my block)
- ☐ N/A (I do not know/I do not use street parking)

Permit Streets



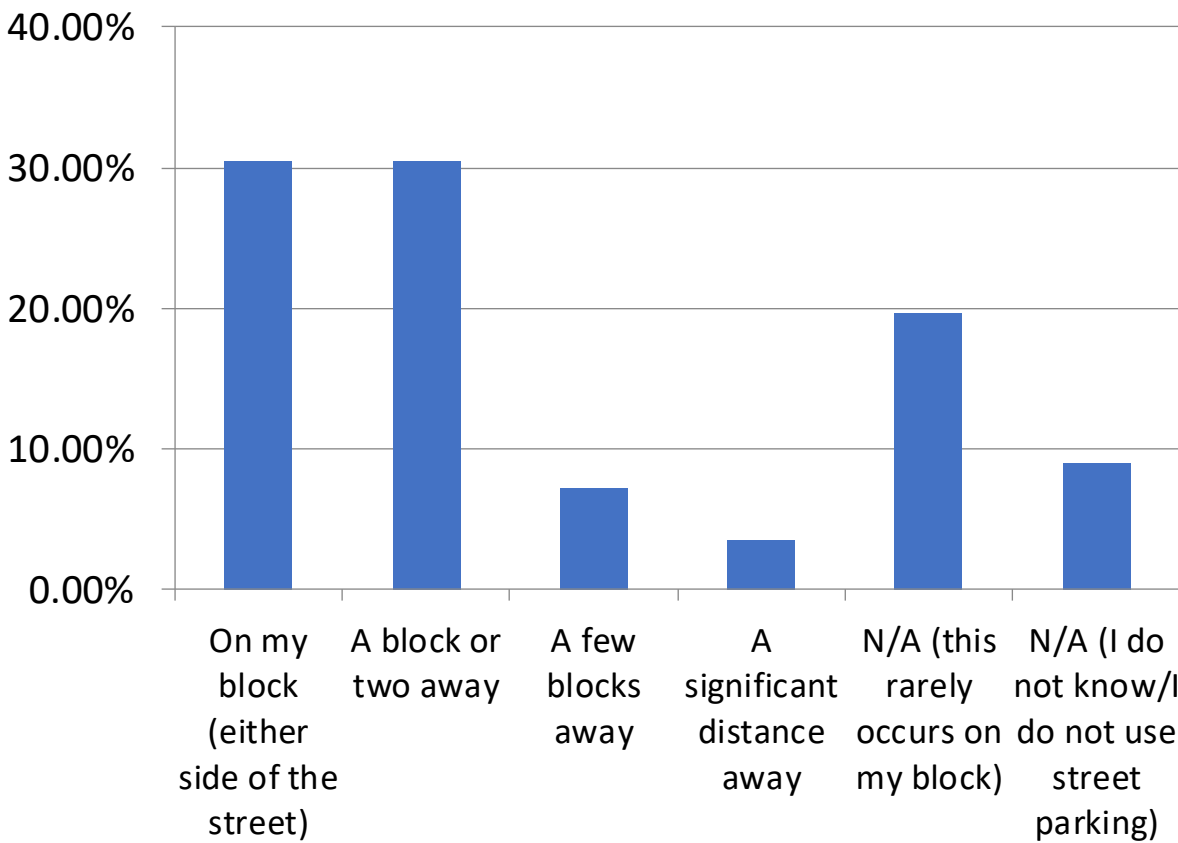
Non-Permit Streets



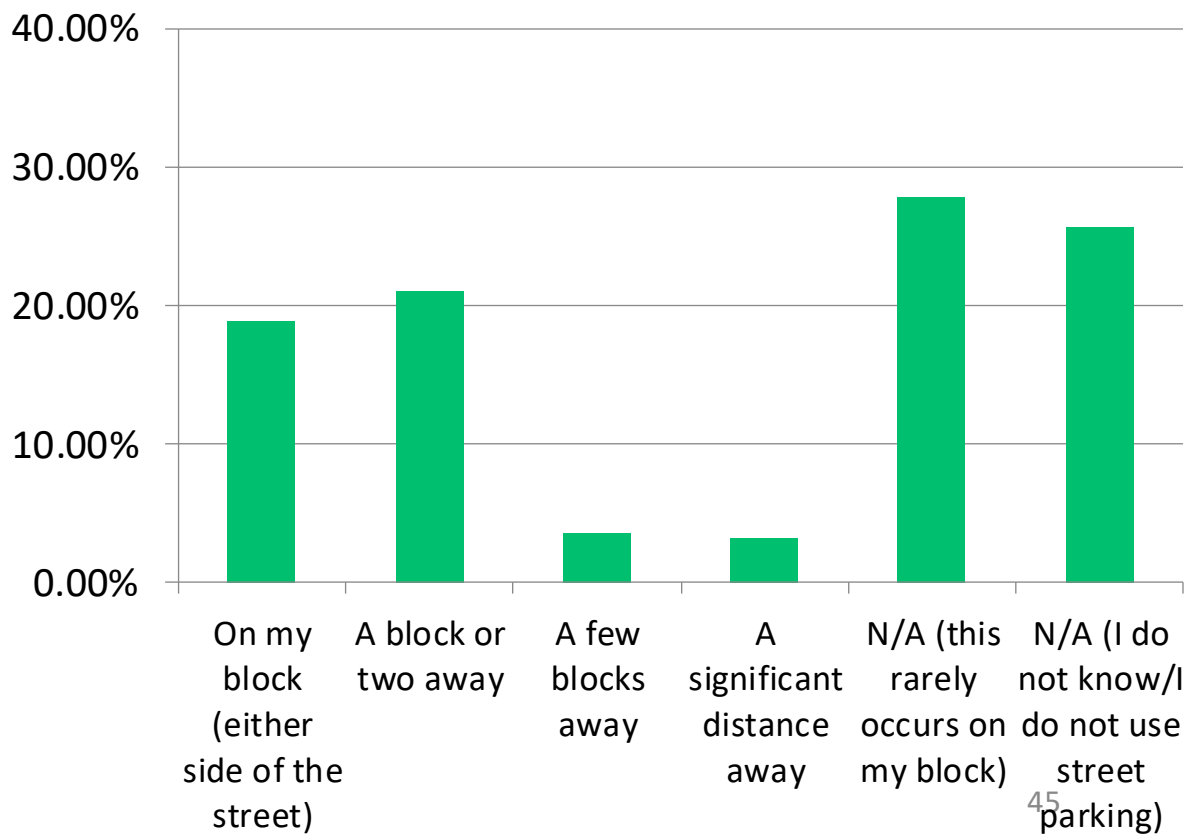
When the majority of spaces are occupied, how far from your residence do you typically have to park?

- On my block (either side of the street)
- A block or two away
- A few blocks away
- A significant distance away
- N/A (this rarely occurs on my block)
- N/A (I do not know/I do not use street parking)

Permit Streets



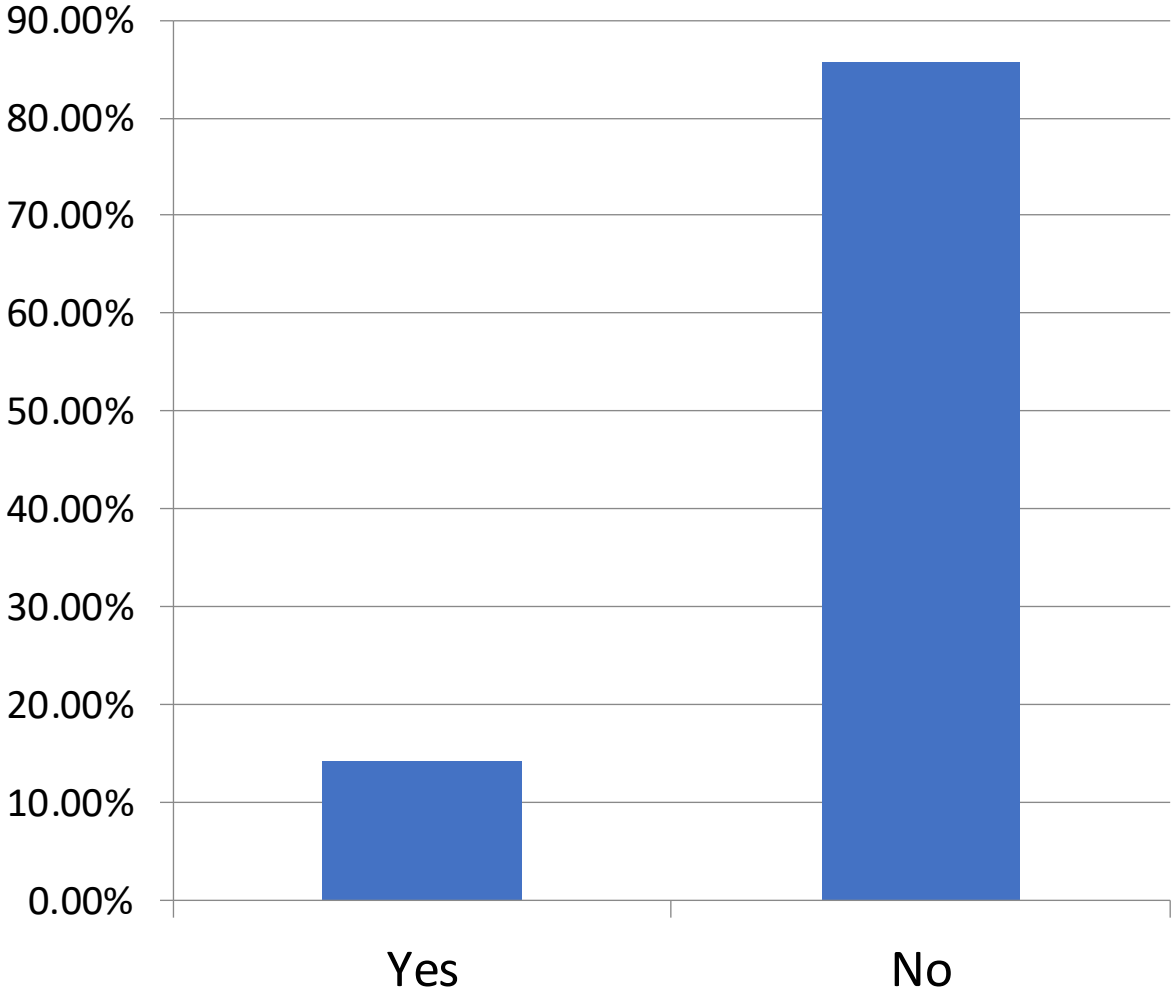
Non-Permit Streets



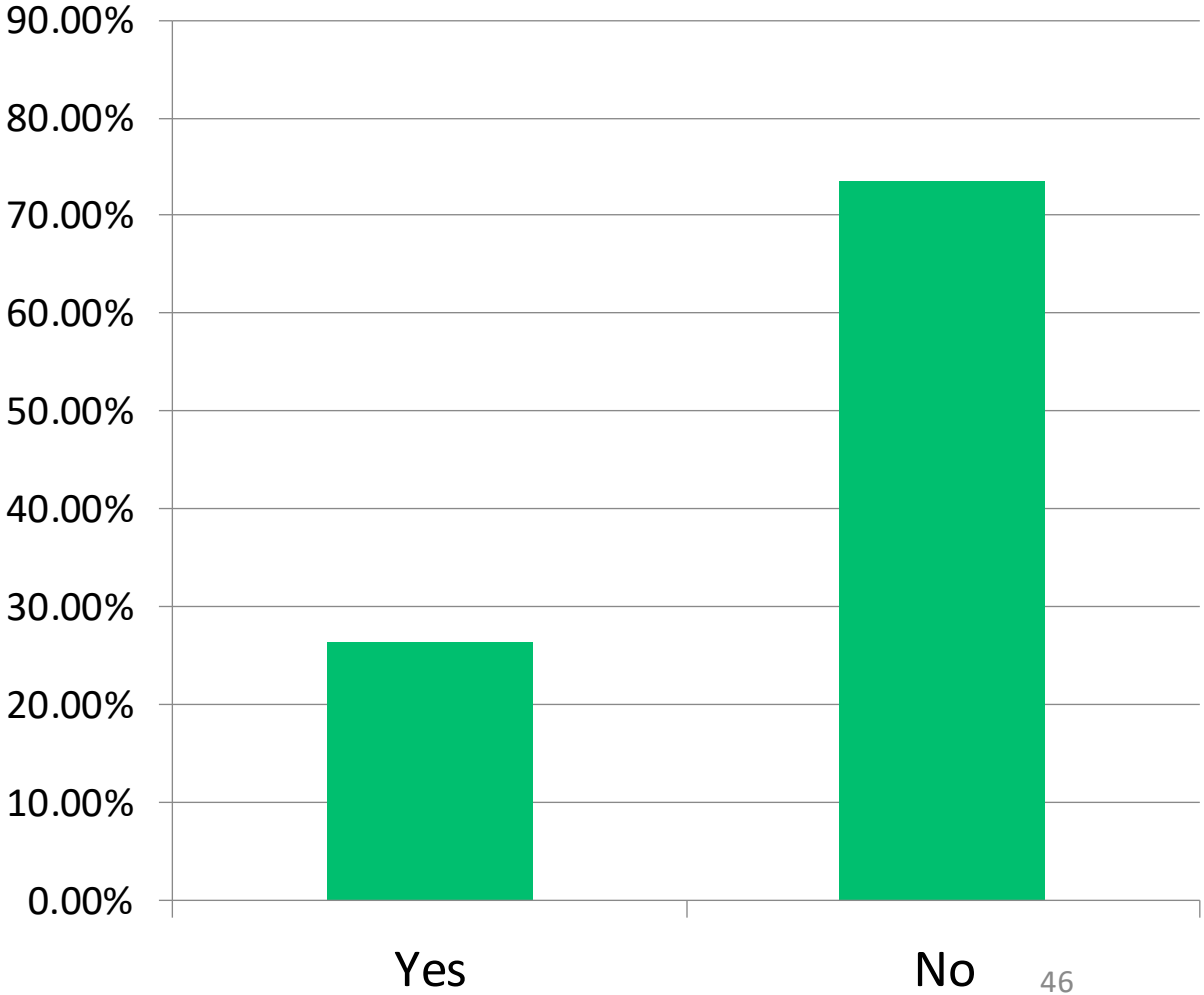
During typical times, do you have regular service worker your home that last more than 3 hours?

- ☐ Yes
- ☐ No

Permit Streets



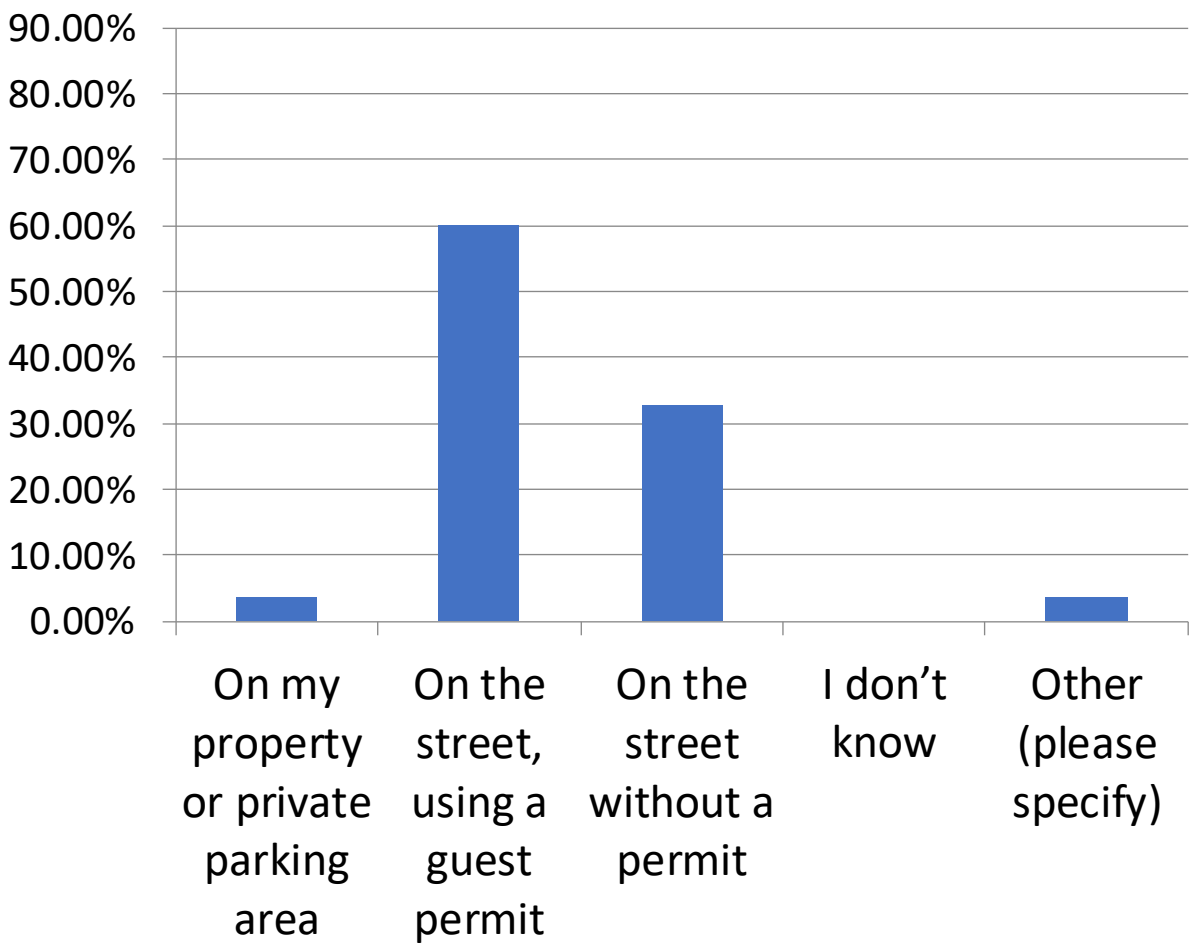
Non-Permit Streets



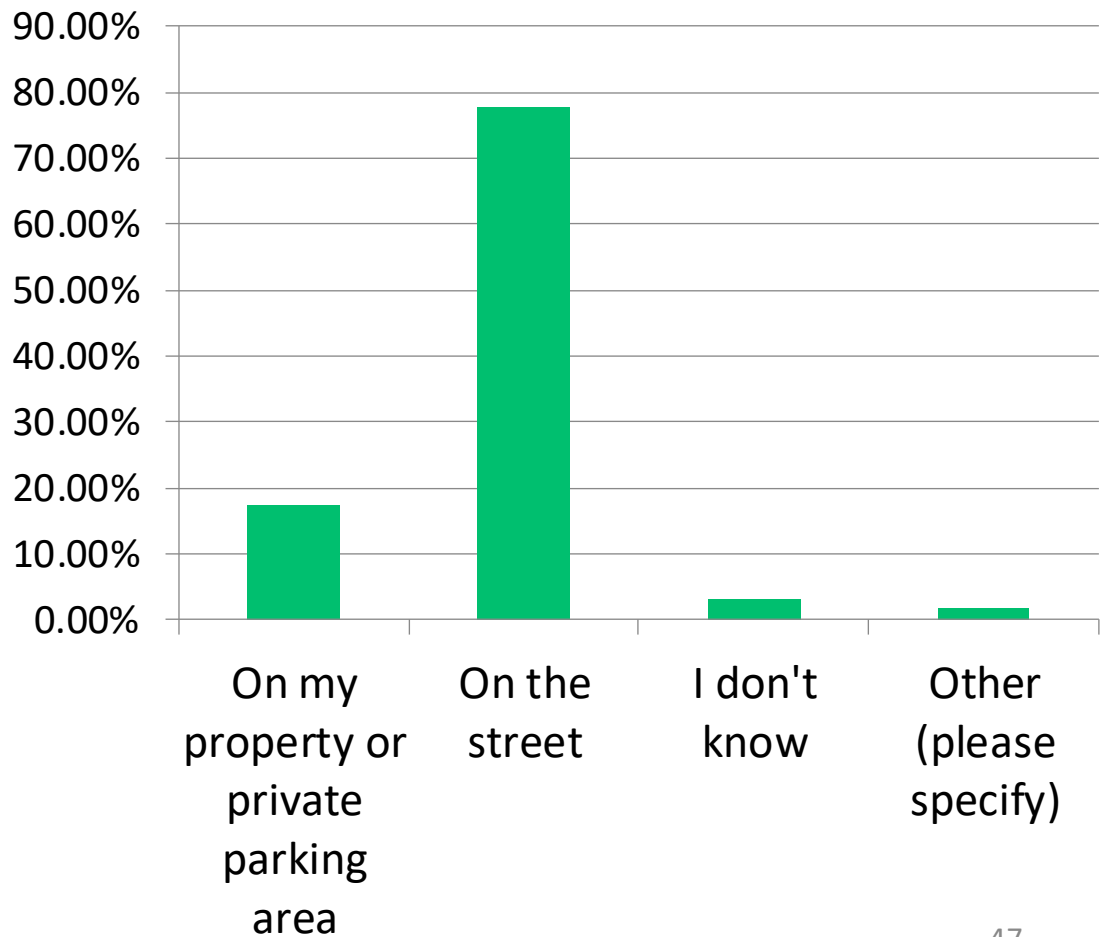
Where do your guests and service workers typically park their cars when visiting your home?

- ☐ On my property or private parking area
- ☐ On the street, using a guest permit
- ☐ On the street without a permit
- ☐ I don't know
- ☐ Other (please specify)

Permit Streets



Non-Permit Streets



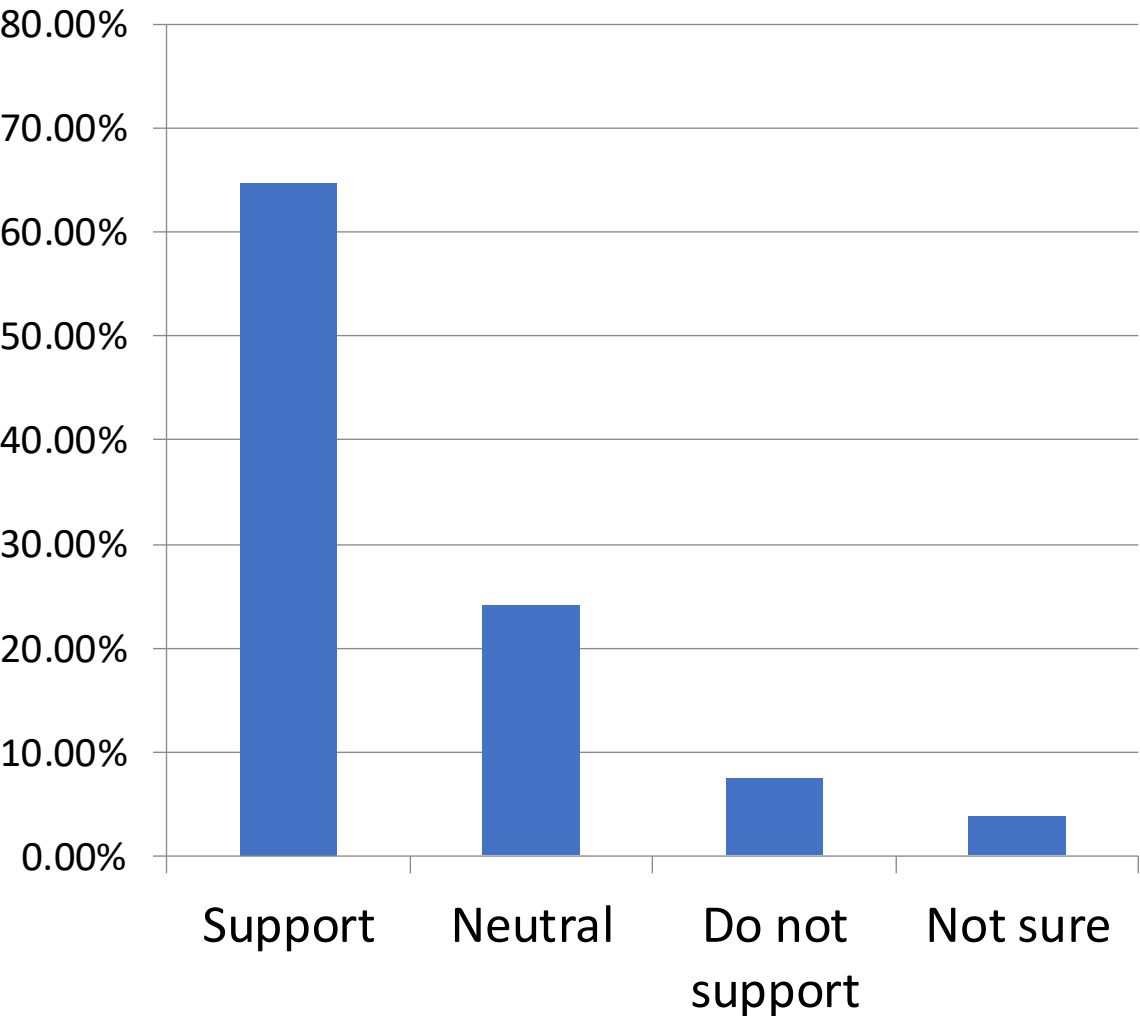
Permit Streets & Non-permit Streets: Potential Strategies

The following four questions asked residents to gauge their support for possible changes to the Residential Permit Parking Program. To preface the questions, the survey stated:

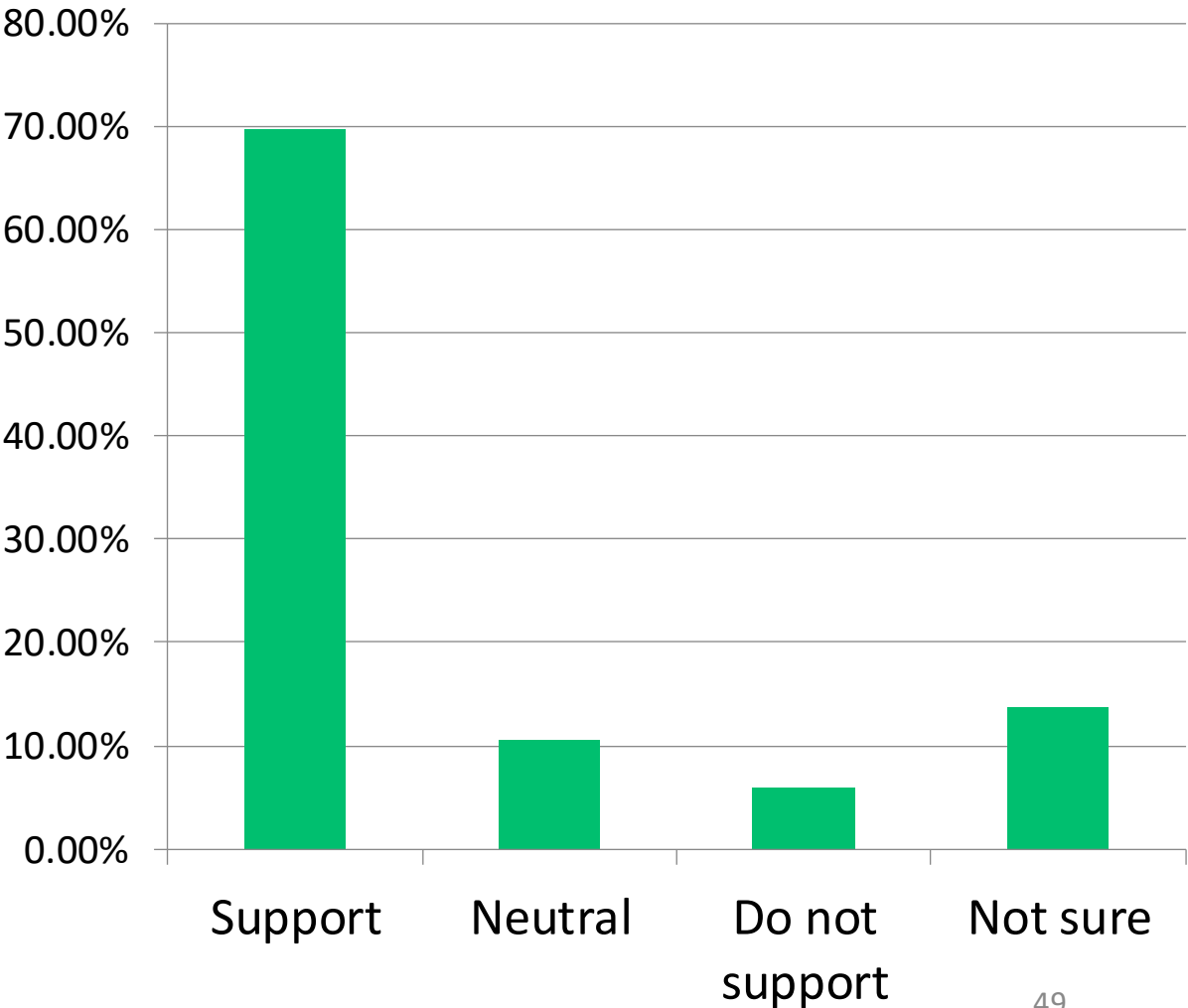
“To balance the needs of all residents, the City is considering changes to the existing residential permit parking program. Please help the City understand your residential parking priorities by rating your support for the following options.”

Option: Modernized online parking permit management system (online applications, digital permits, automatic permit renewals).

Permit Streets

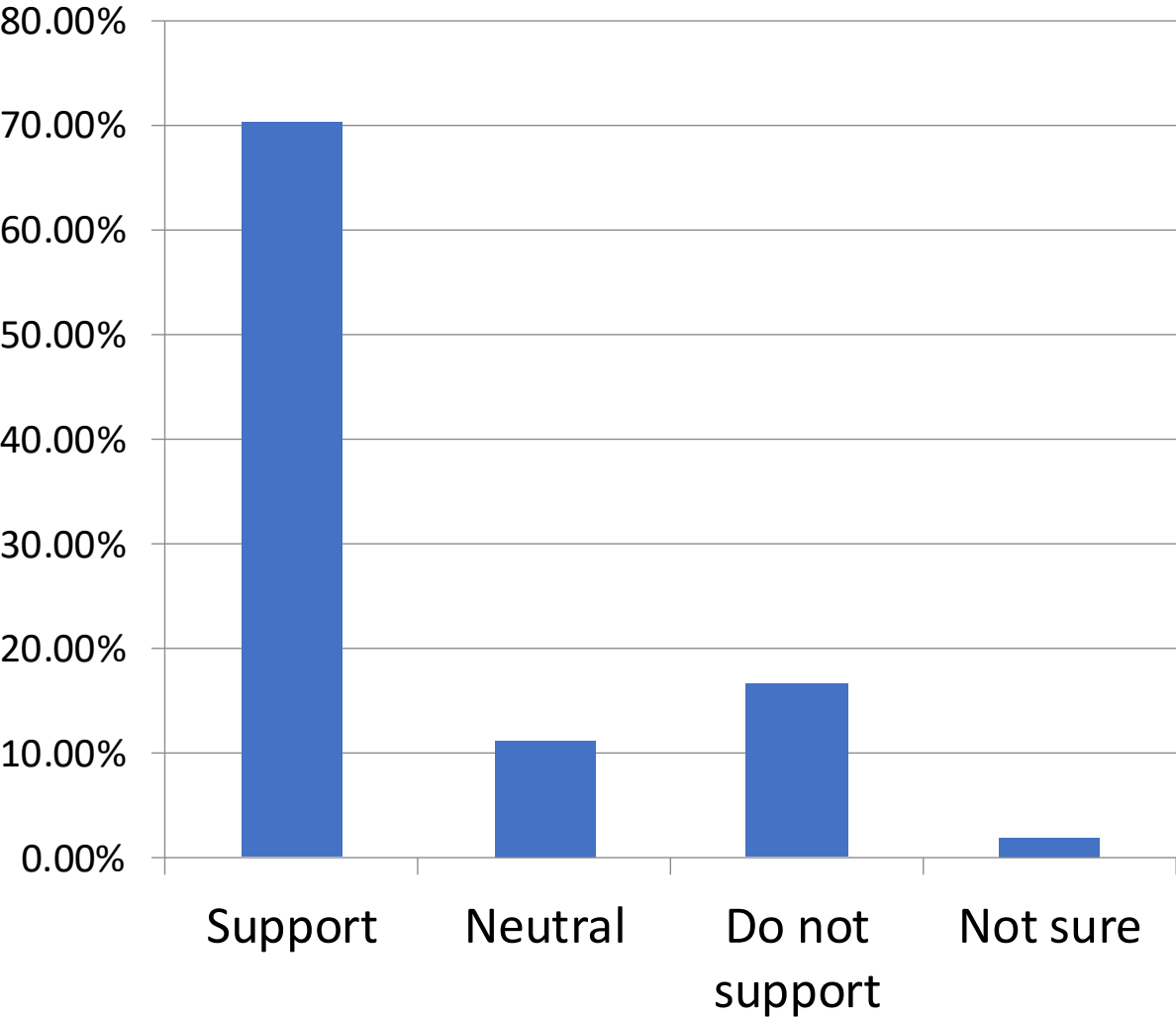


Non-Permit Streets

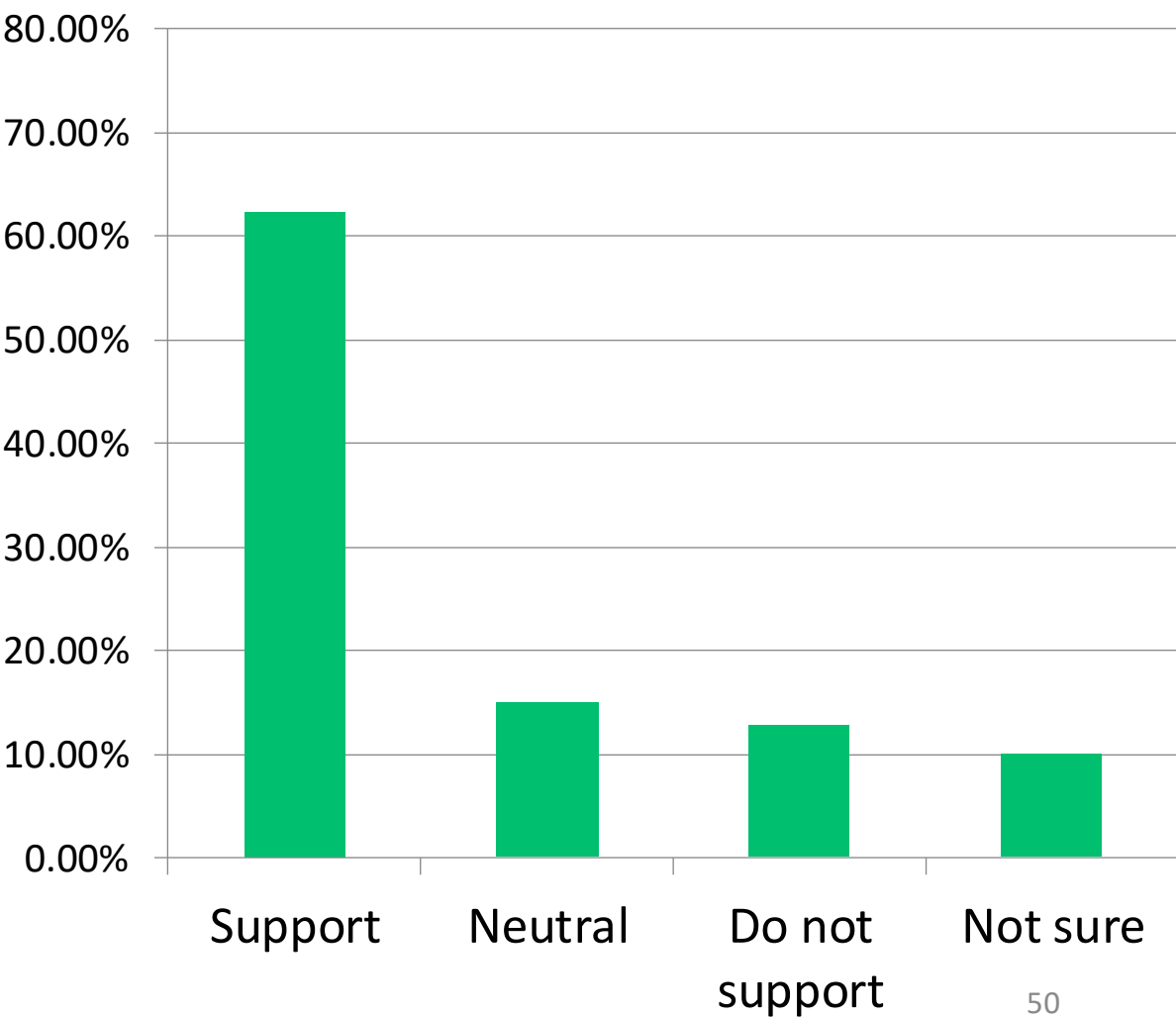


Option: On permit parking streets, cars without a parking permit should be subject to a time limit (e.g. 2 hours) allowing short visits without a guest permit.

Permit Streets

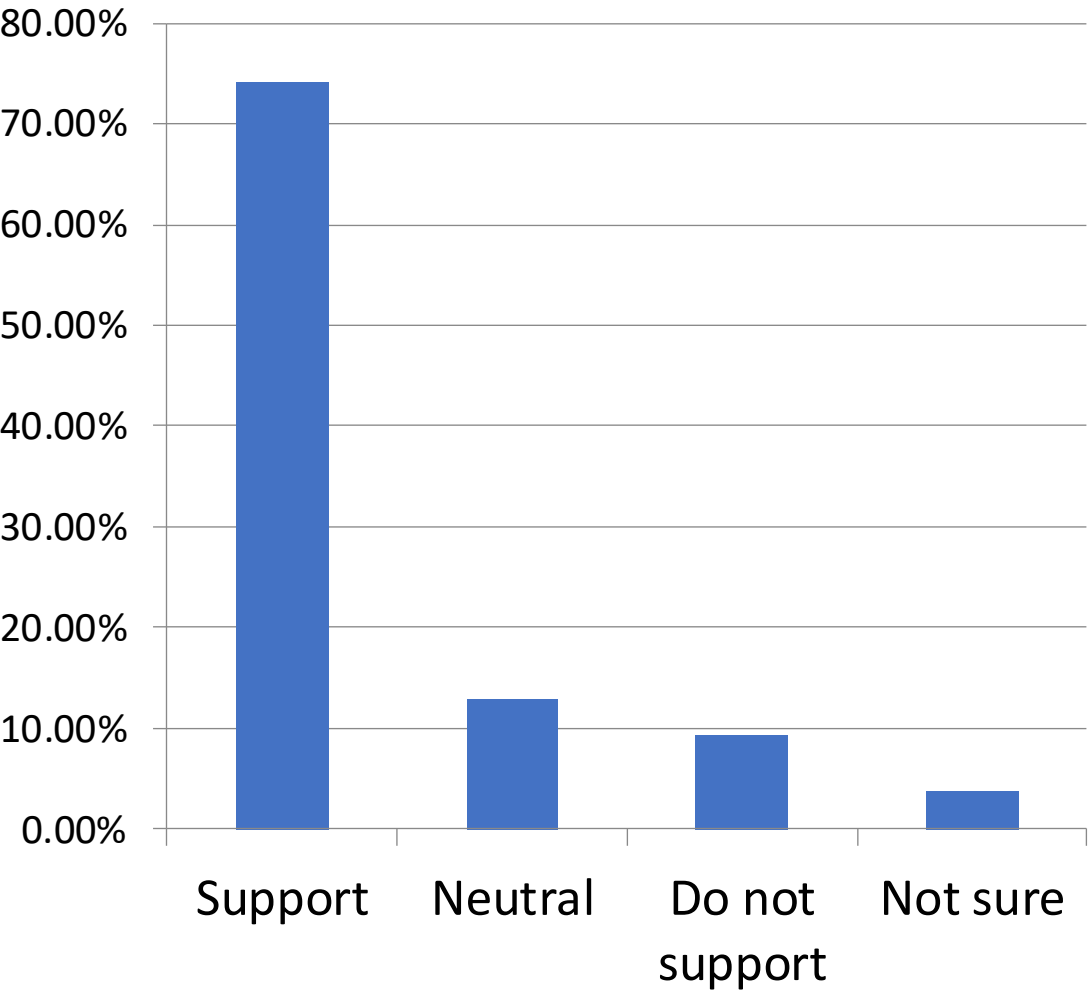


Non-Permit Streets

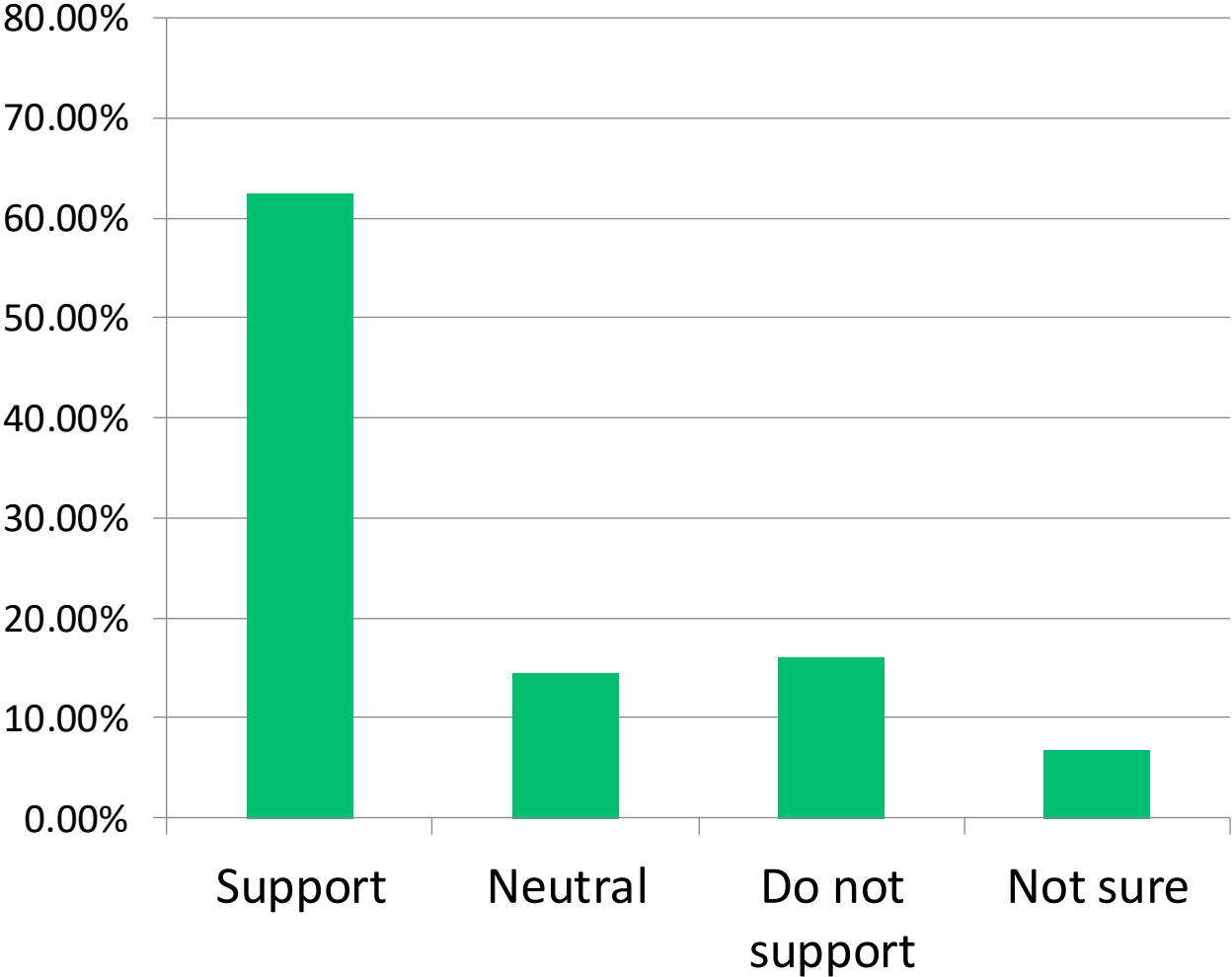


Option: On permit parking streets, residents should have a limited number of guest passes to give to their visitors.

Permit Streets

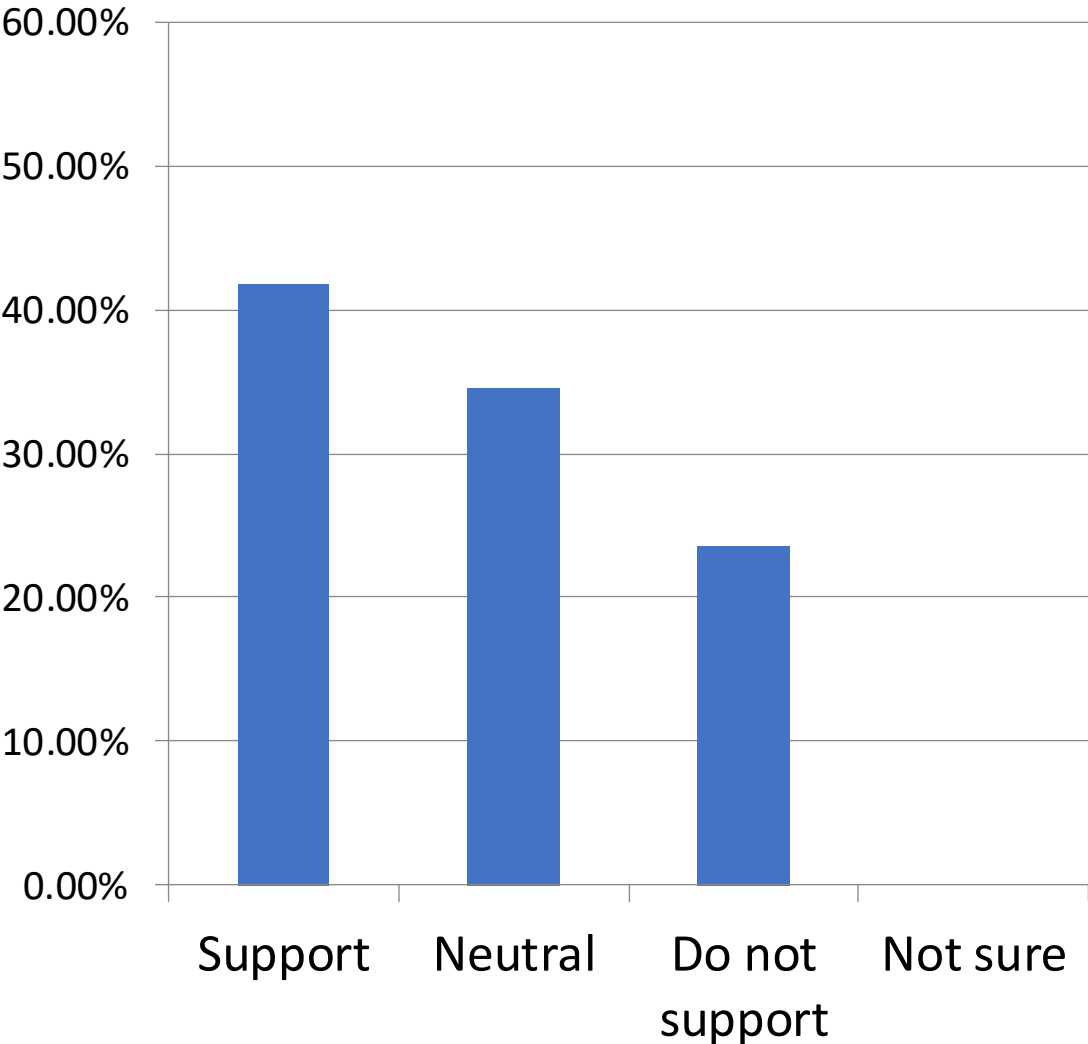


Non-Permit Streets

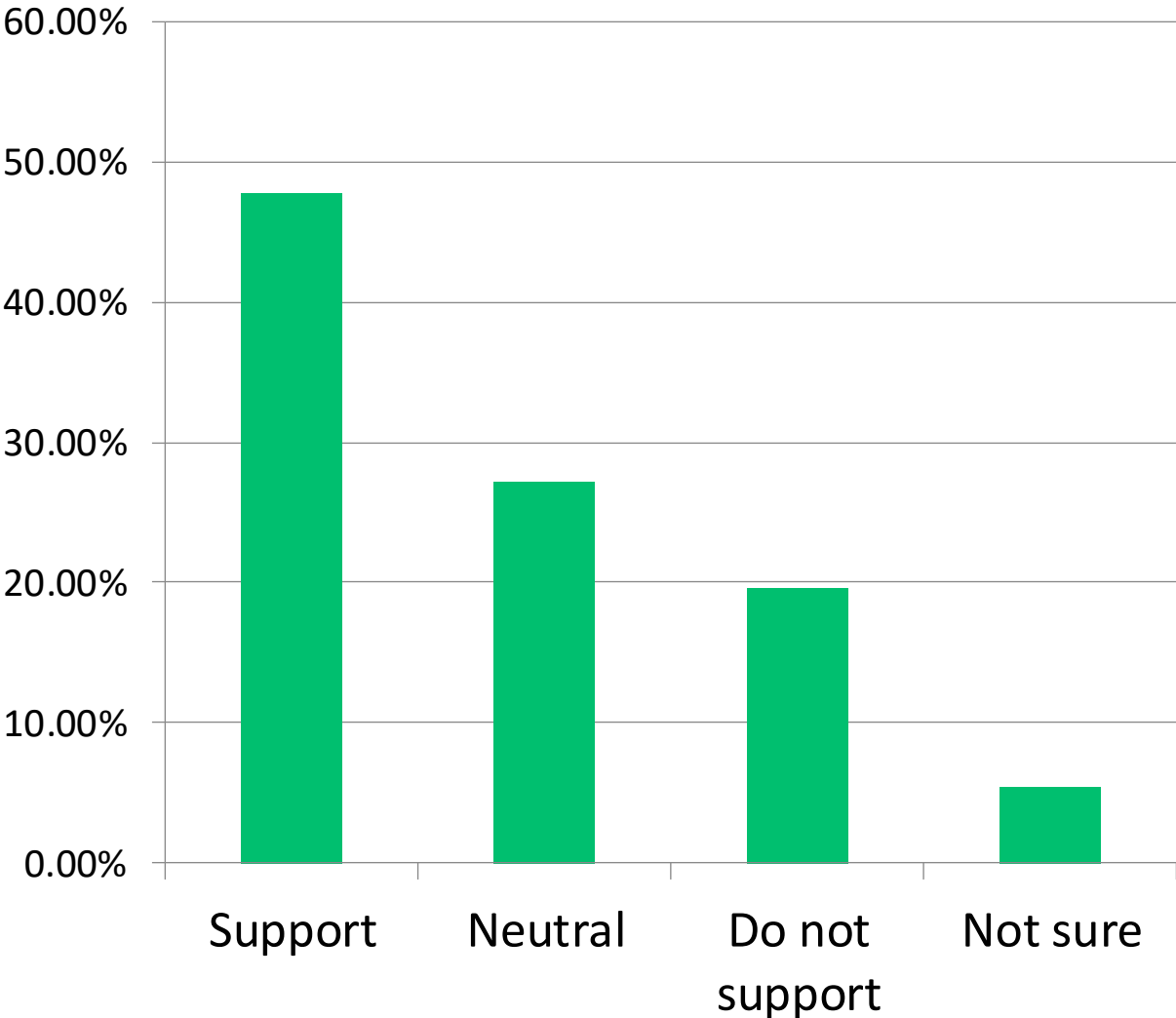


Option: Increase enforcement of permit parking restrictions.

Permit Streets



Non-Permit Streets



Monterey Residents: Priorities, Locals Programs

The following questions asked all Monterey residents to rank their priorities and rate their knowledge and use of the local's discount programs. To preface the questions, the survey explained the two programs under evaluation:

Resident Parking Pass Program: The City of Monterey offers a parking program which allows City of Monterey residents and active-duty military, with the purchase of a discount parking permit, a maximum of two hours of free parking, per day, per parking facility. There is an annual \$20 fee charged for each discount parking permit. The permit is valid for 12 months from the date of issue and is valid in the Downtown Garages, Cannery Row Garage and the Waterfront Lot.

Monterey Local's Parking Program: Monterey County residents can receive a 2-hour validation from Wharf merchants valid Monday-Thursday in the Waterfront Lot with valid ID. The Cannery Row Locals program, which provided free parking after 4 pm in the Cannery Row Garage expired in June of 2021 and is on pause while the City evaluates the program and its renewal.

Monterey Residents

Please rank the following investments from most important to least important for your neighborhood:

Increase residential parking opportunities



Neighborhood beautification

Additional mobility options

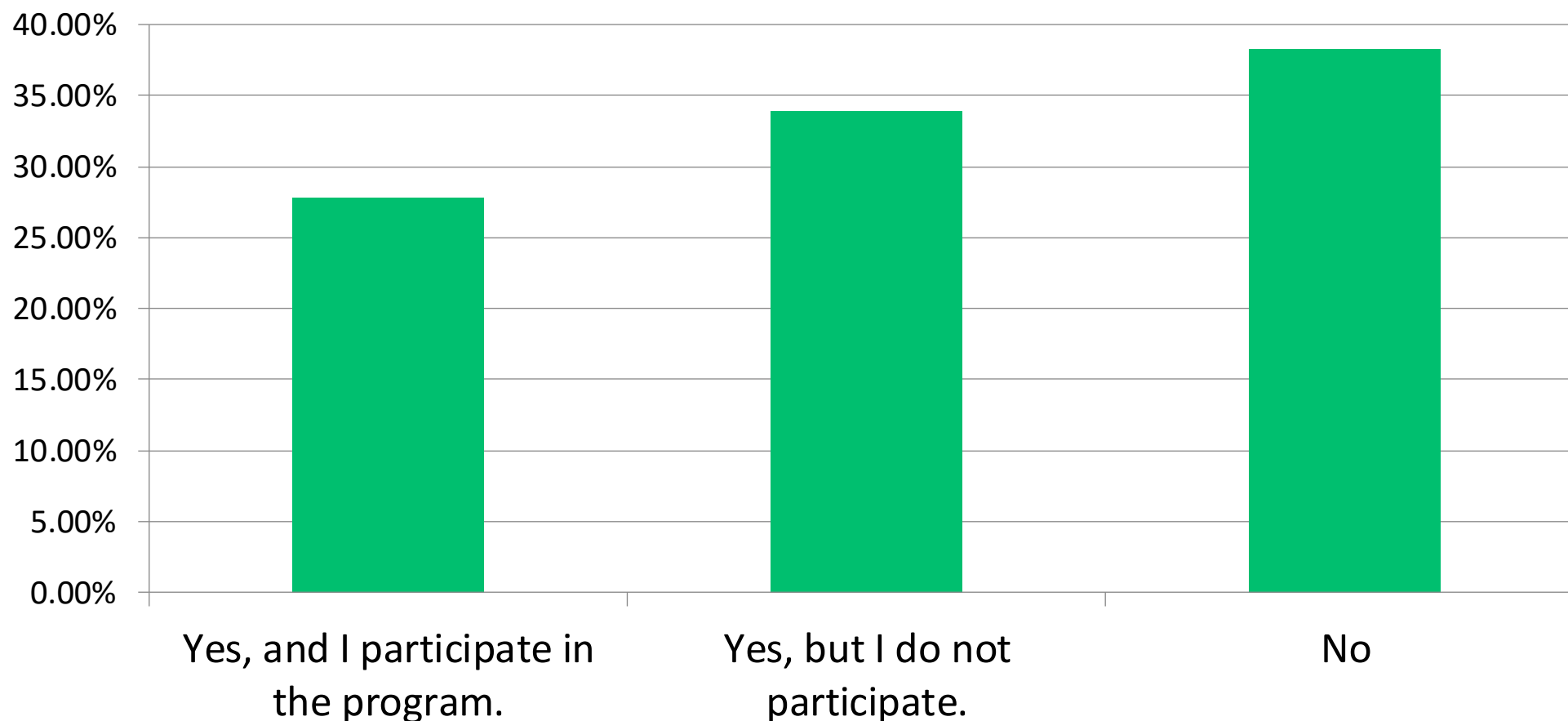
Improved maintenance of roads and on-street parking

0 0.5 1 1.5 2 2.5 3 3.5

Monterey Residents

Were you aware of the current City of Monterey Resident Parking Pass Program?

- ☐ Yes, and I participate in the program.
- ☐ Yes, but I do not participate.
- ☐ No



Monterey Residents

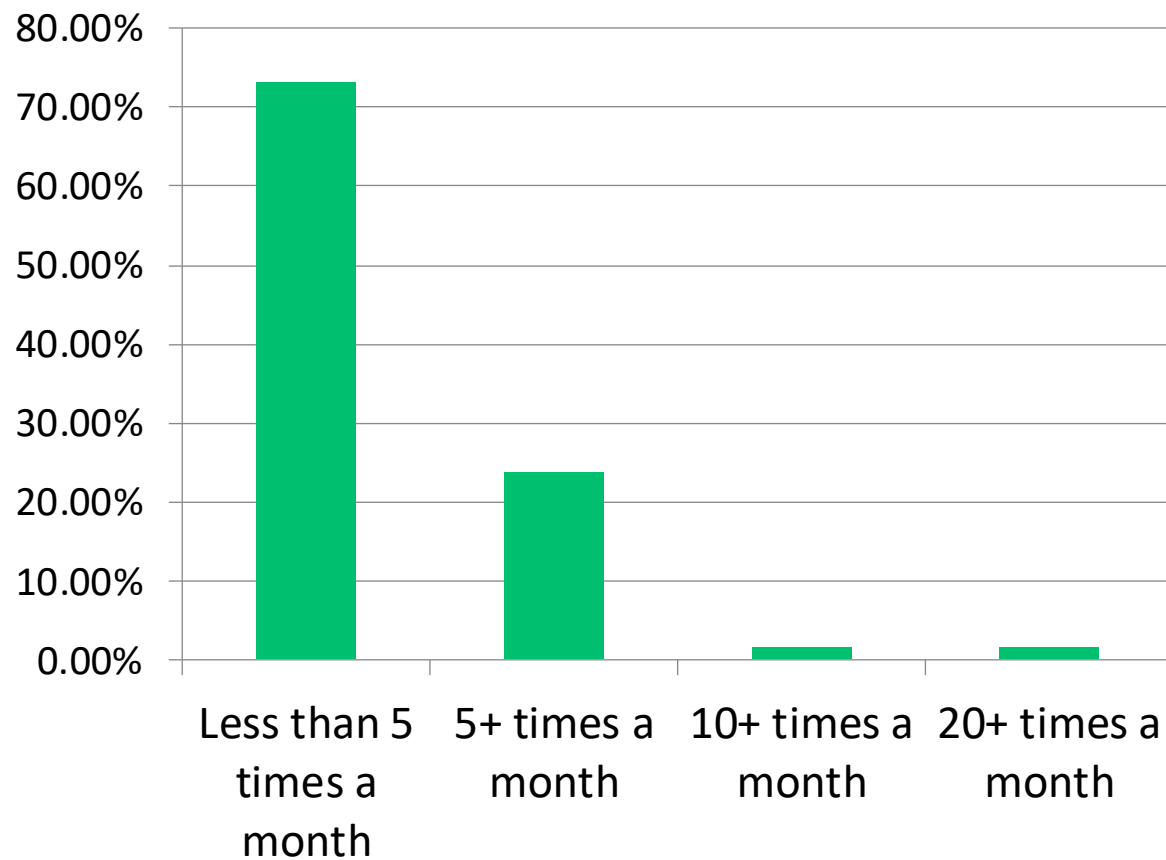
If yes, they participate in the program:

How often do you utilize the Resident Parking Pass Program discount?

- ☐ Less than 5 times a month
- ☐ 5+ times a month
- ☐ 10+ times a month
- ☐ 20+ times a month

What was the primary purpose of your most recent use of the Resident Parking Pass Program discount?

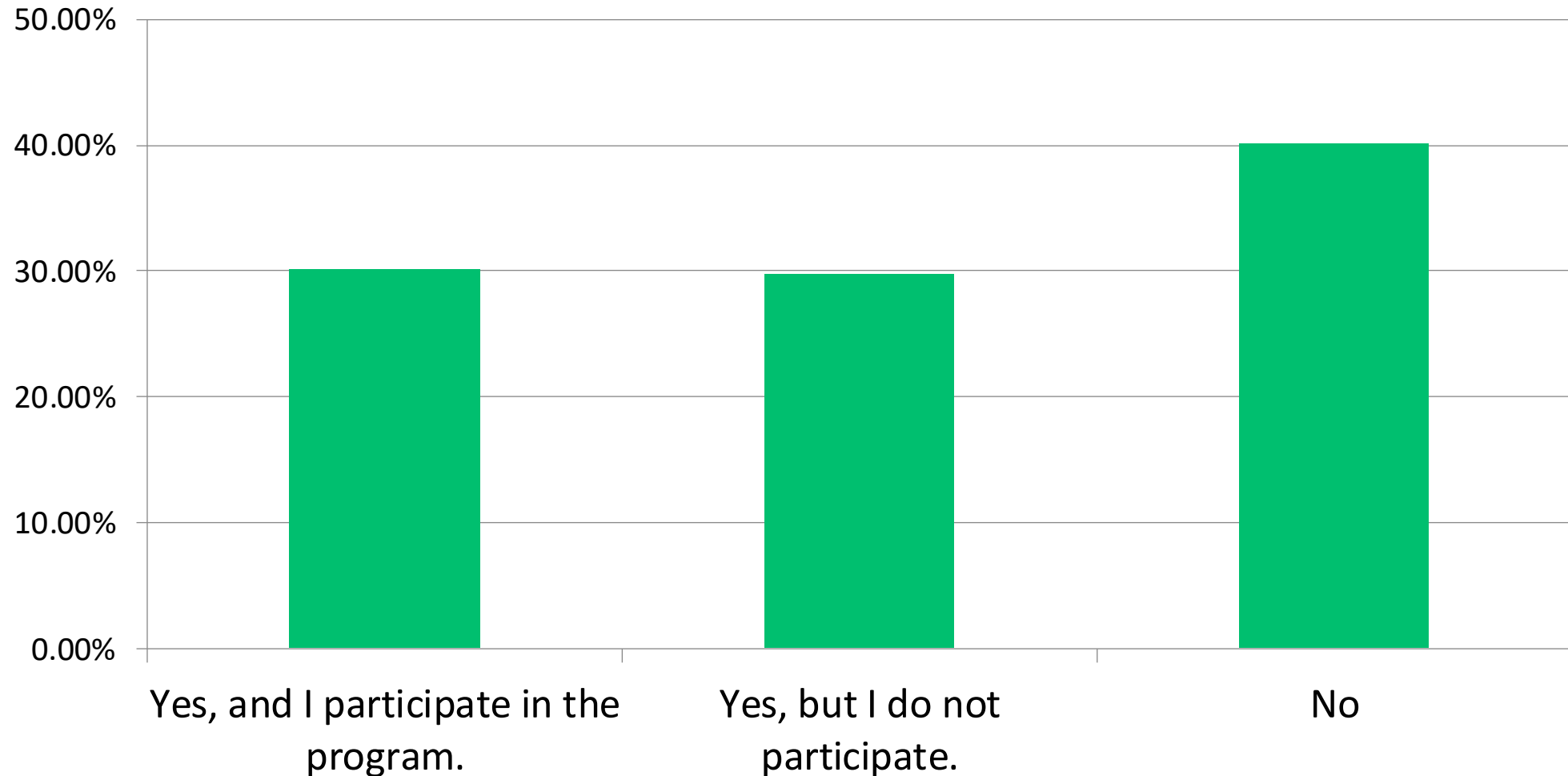
- ☐ Working
- ☐ Shopping
- ☐ Dining out
- ☐ Outdoor recreation
- ☐ Other (please specify)



Monterey Residents

Were you aware of the Monterey Locals Parking Program?

- ☐ Yes, and I participate in the program.
- ☐ Yes, but I do not participate.
- ☐ No

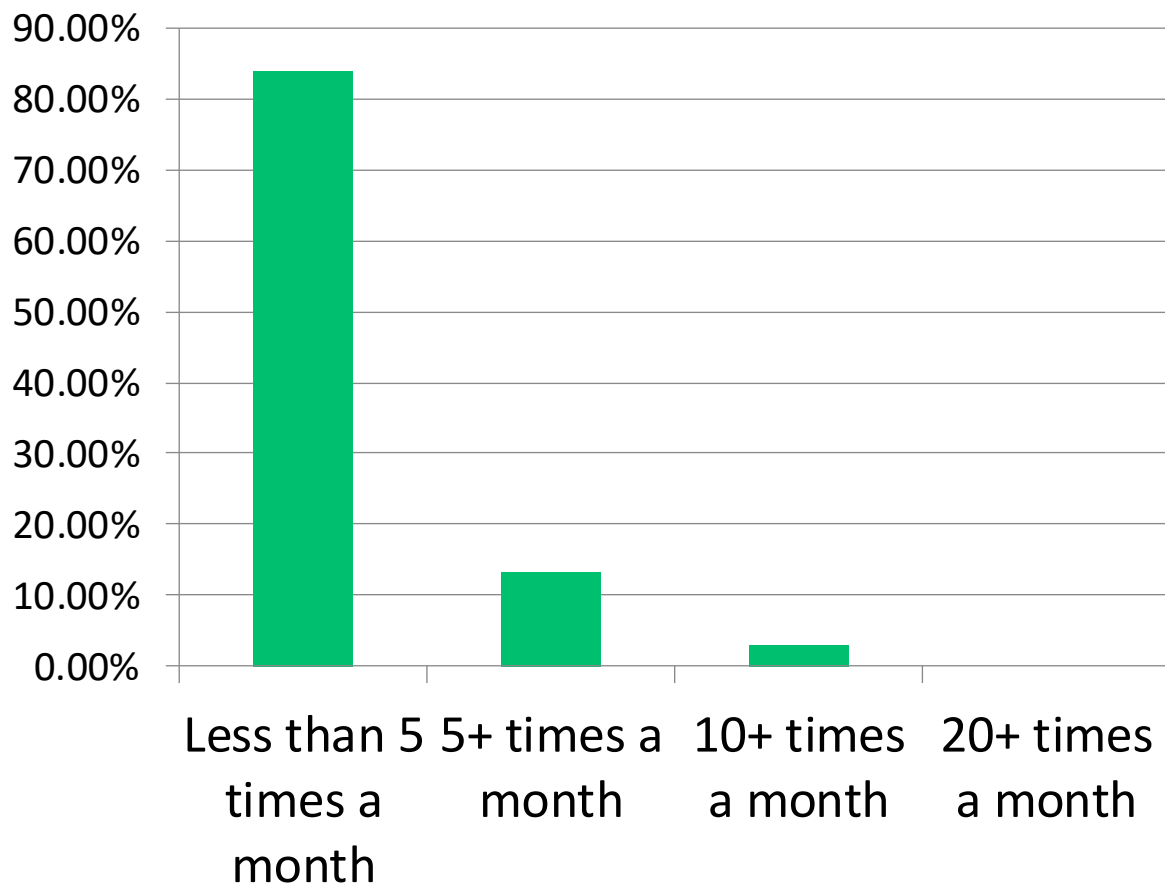


Monterey Residents

Residents who answered that they participate in the program:

How often do you utilize the Resident Parking Pass Program discount?

- ☐ Less than 5 times a month
- ☐ 5+ times a month
- ☐ 10+ times a month
- ☐ 20+ times a month



What was the primary purpose of your most recent use of the Resident Parking Pass Program discount?

- ☐ Working
- ☐ Shopping
- ☐ Dining out
- ☐ Outdoor recreation
- ☐ Other (please specify)



Monterey Residents

If you had a magic wand and could change, fix, or improve anything about residential parking in Monterey what would you do?

Sampling of written-in answers:

- *Go to a permit parking program for residential neighborhoods within 5 blocks of the beach*
- *Stop people from preventing parking on the front of “their “ property by illegal signage and harassment*
- *Have long term parking available somewhere for residents who have no options when out of town*
- *Improve tourist parking opportunities so they don't wander into residential areas and take up parking.*
- *Fix more roads and sidewalks*
- *Give Alvarado St residents a permit that exempts us from the 90 min street parking limit*
- *Ensure that each residence has a garage carport or on-site parking space(s) that is used for that intent (ie, park the car in the garage, not used as storage).*
- *Provide off street parking around schools.*
- *Increase enforcement in neighborhoods to reduce residents and visitors parking on roadway in areas with narrow roads and no sidewalks. All road should be able to allow two way traffic for cars and fire apperatus.*
- *Make it safer and easier to get around without a car.*
- *Stop building multi family units with inadequate parking*
- *Wider street or change to one way. We have parking on one side of the street, however, there isn't enough room for cars to go in both directions.*
- *Mark parking spaces so individuals don't take up space enough for 2 cars. (Hogging street parking). I live off of N Fremont).*
- *Find a place for the Homeless campers*

Non-Residents

The following question was posed specifically to respondents who are not residents of Monterey (this could include business owners or employees who live outside the City).

Non-Residents

If you had a magic wand and could change, fix, or improve anything about parking in Monterey what would you do?

Sampling of written-in answers:

- Allow parking spaces to be used for parklets and make Lighthouse Avenue more fun to walk around.*
- Make more parking structures that don't cost (or are free with a purchase at a local business). Online maps to show where parking areas are more easily available.*
- Make all meters take credit/debit cards. No more coin meters.*
- Park and Ride from Marina or old Ft. Ord*
- Have a map available online so I could use my smartphone to check where parking was available, which streets/lots I can park on for free (or for free with timed parking) when I'm planning to navigate in Monterey.*
- In the future, perhaps mass parking availability outside of the main roadways with a free shuttle service in to the merchants and attractions.*
- Additional free parking for peninsula residents*
- Have better signs marked for parking. At the wharf you have multiple arrows in different directions. Plus, I've been with my friend where the meters were scratched up and you couldn't read anything.*
- Re instate the free parking Peninsula residents after 4pm at the Cannery Row parking Garage*
- More EV parking, expanded use of mobile parking apps, space availability available via app or similar, ease of getting monthly parking permits*
- reserved parking availability for locals, particularly during heavy tourist times*