



FOR IMMEDIATE RELEASE

DATE: May 13, 2020

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PARKING DIVISION HOSTS VIRTUAL TOWN HALL TO DISCUSS POTENTIAL PARKING RATE ADJUSTMENTS

Thursday, May 14, 2020 at 6:00 p.m.

Monterey, CA – Parking rate adjustments are being considered in City-owned garages and lots, and the City of Monterey wants community input. The public is invited to a virtual town hall webinar, hosted on the Zoom platform, **Thursday, May 14, 2020 at 6:00 P.M.** Register in advance with the link provided at www.monterey.org/parking. After registering, you will receive a confirmation email containing information about joining the webinar.

The City of Monterey operates 31 parking facilities. These facilities range in size from 10-space parking lots to the 1,003 space, award winning Cannery Row Parking Garage. These facilities total approximately 3,500 off-street parking spaces. A change in the pricing strategy for at least some of these spaces are being considered with the goals of:

1. Operating the Downtown East and Downtown West garages as one facility, thereby updating costs to be consistent in both garages;
2. Adding new permit pricing options in two downtown lots;
3. Introducing new zone-based pricing to encourage parking turnover and availability. Zone-based pricing will introduce different rate structures to promote in high-demand areas to allow convenient customer parking and access to the various shops and still offer lower rate structures with longer time durations in under-utilized spaces in the Cannery Row area for customer convenience;
4. Rate change recommendations would enhance the programs for locals, allowing a broader assortment of resident 2-hour free parking options and ease of access to popular activities like the weekly Downtown Farmer's Market.

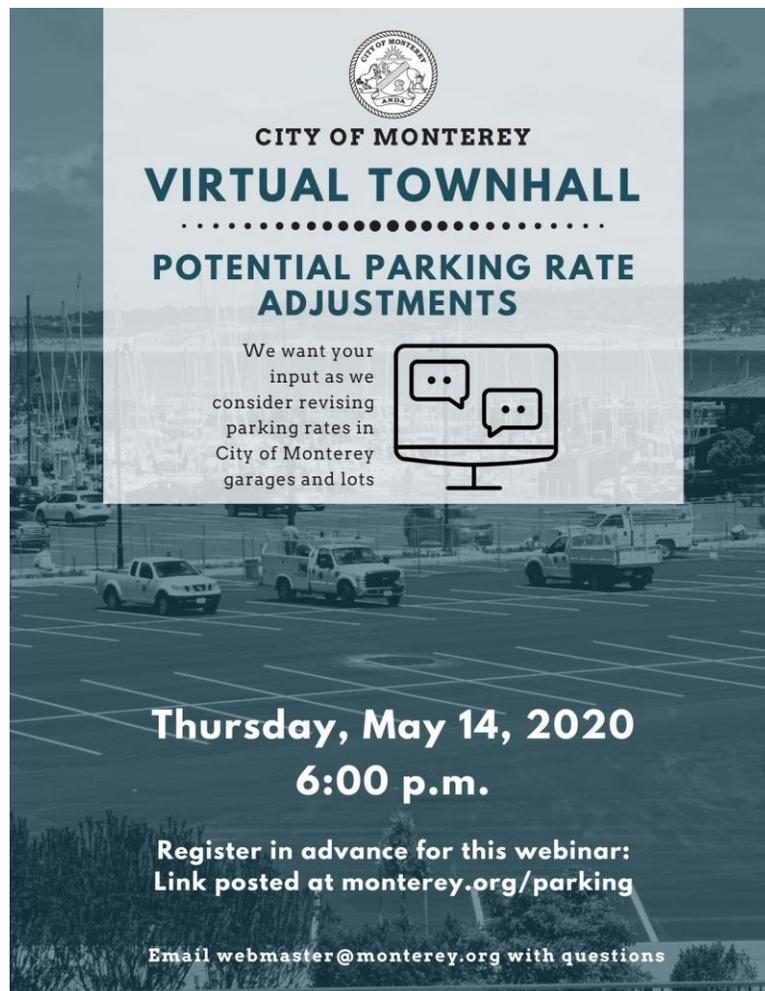
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In addition, fee adjustments would better allow for necessary facility maintenance and provide the City the ability to continue to offer programs such as the Free MST Trolley.

“It benefits the whole community when we analyze better ways of doing business and providing services,” said Public Works Director Steve Wittry. “While the parking study started over a year ago, now is the time to follow the pre-COVID19 recommendations and implement suggested rate adjustments.”

The Monterey City Council will hear staff recommendations and provide direction at the May 19, 2020 regular City Council meeting. The meeting agenda will be available at least 24 hours prior to the meeting at [isearchmonterey.org](http://searchmonterey.org). The town hall event is being provided virtually to comply with the Monterey County Shelter in Place order due to the Covid-19 pandemic.



The poster features the City of Monterey seal at the top center. Below it, the text reads: "CITY OF MONTEREY VIRTUAL TOWNHALL" in large, bold, dark blue letters, followed by a dotted line and "POTENTIAL PARKING RATE ADJUSTMENTS" in the same style. A central graphic shows a computer monitor with two speech bubbles, representing a virtual meeting. To the left of the monitor, the text says: "We want your input as we consider revising parking rates in City of Monterey garages and lots". At the bottom, the date and time are listed: "Thursday, May 14, 2020 6:00 p.m.". Below that, it says: "Register in advance for this webinar: Link posted at monterey.org/parking". At the very bottom, it provides an email address: "Email webmaster@monterey.org with questions". The background of the poster is a photograph of a parking lot with several vehicles and buildings in the distance.

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<https://www.monterey.org/Portals/0/News/Parking-Townhall.pdf>

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