

Parking and Transportation Demand Management Public Workshop on May 10
As time for public comment will be very limited during this Workshop, please consider my comments here, which are still brief, compared to the complex issues of parking management and traffic in Laguna.

1. The IBI study indicates that we only exceed the industry standard of 85% usage of available parking less than 5% of the time. The very high expense of a new parking structure should only be a last resort, after the kinds of issues noted below are fully explored, given that very high demand occurs less than 5% of the time.
2. I strongly oppose the proposed concept of building a downtown parking structure on land leased from the Presbyterian Church. On multiple occasions, some of us have presented extensive data-based analysis of the major problems with this proposal. The data demonstrate that this arrangement, including rent, construction, maintenance, etc. would cost the City (and its taxpayers) at least \$10 million more than building a comparable structure on a feasible City-owned site. The proposal estimates in the "MOU" are inaccurate, underestimating the City's costs and overestimating revenue on almost every category, while the Church benefits on multiple measures and ultimately owns the structure. Details can be provided to support these points.
3. As the Mobility report states on page 45: "The most intriguing near-term opportunities are the smaller, largely unimproved sites that do not involve a parking structure. These locations ... are cost-effective due to the modest improvements needed and would provide almost 300 additional parking spaces, many very close to Coast Highway." The study identified a variety of strategies to provide additional parking during the few times when demand is extreme. These included different configurations for parking cars on city-owned lots, temporary contractual use of some of the more than 2,000 "underutilized" privately-owned commercial spaces that could be used, and charging a fair rent for the hundreds of downtown spaces currently provided at low cost to businesses.
4. A Council subcommittee has also acknowledged an analysis (by John Thomas, myself, and others) that the more than 6 million visitors every year cost Laguna taxpayers about \$20 million more than the revenue those visitors generate. Every year. If we were to build a parking structure downtown, it should be paid for by those who will primarily benefit

directly: visitors and downtown businesses, not the tax-paying residents who already provide most of the City revenue.

5. There are numerous parking, mobility and safety issues throughout Laguna that should be the focus of our attention and efforts, such as traffic calming, pedestrian safety, and resident-protected parking in neighborhoods. These were identified in the Mobility study, and these should be our priorities, not a parking structure boondoggle largely benefiting the Church, downtown landlords, and tourists.

Respectfully, Jim Danziger, Monterey Street, Laguna Beach