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Sent: Tuesday, October 1, 2019 8:07 PM

To: Ann Yang <anny@hermosabch.org>; City Council <citycouncil@hermosabch.org>; Suja Lowenthal <suja@hermosabch.org>

Subject: New eComment for City Council Adjourned Regular Meeting (Study Session: 1. Draft Coastal Zone Parking Assessment & Recommendations, 2. Public-Private Partnerships)

New eComment for City Council Adjourned Regular Meeting (Study Session: 1. Draft Coastal Zone Parking Assessment & Recommendations, 2. Public-Private Partnerships)

Claudia Berman submitted a new eComment.

Meeting: City Council Adjourned Regular Meeting (Study Session: 1. Draft Coastal Zone Parking Assessment & Recommendations, 2. Public-Private Partnerships)

Item: 1. REPORT 19-0644 DRAFT COASTAL ZONE PARKING ASSESSMENT & RECOMMENDATIONS (Environmental Analyst Leeanne Singleton)

eComment: I strongly support recommendation #1: App-Based Mobile Pay system. Since our parking spaces are in so many locations, an app-based system like Redondo's recently installed "Park Smarter" solution would help alleviate parking frustration (e.g. driving in circles, pay station annoyance of waiting in line, forgetting the parking space number, etc.) and maximize our current parking footprint. Businesses definitely lose money when drivers just drive on by when they don't see a spot along their route. A parking app can be used to check for spots available even before someone leaves their current destination. It would be great to bring back the investigation of a RB, HB, MB shuttle for the summer. I know the MB shuttle vendor didn't work out, but not sure the reason. It may have been cost factors.