



e. *Seth Morales v. City of Coronado, et al.*  
San Diego Superior Court Case No. 37-2015-00011507-CU-PO-CTL

f. *Jones v. City of Coronado*  
San Diego Superior Court Case No. 37-2015-00014523-CU-OE-CTL

2. **COMMUNICATIONS – ORAL:** None.

The meeting adjourned to Closed Session at 3:16 pm.

The meeting reconvened at 3:22 pm. Mayor Tanaka announced that there was no reportable action.

Mayor Tanaka called the regular meeting to order at 4 p.m.

1. **ROLL CALL:**

**Present:** Councilmembers/Agency Members Bailey, Downey, Sandke,  
Woiwode and Mayor Tanaka

**Absent:** None

**Also Present:** City Manager/Agency Executive Director Blair King  
City Attorney/Agency Counsel Johanna Canlas  
City Clerk/Agency Secretary Mary Clifford

2. **INVOCATION AND PLEDGE OF ALLEGIANCE.** Floyd Ross provided the invocation and Mayor Tanaka led the Pledge of Allegiance.

3. **MINUTES:** Approval of the minutes of the Regular Meeting of the City Council/the City Council Acting as the Successor Agency of October 20, 2015.

**MSUC (Downey/Woiwode) moved to approve the minutes of the Regular Meeting of the City Council/the City Council Acting as the Successor Agency of October 20, 2015, as submitted. The minutes were so approved. The reading of the minutes in their entirety was unanimously waived.**

**AYES:** Bailey, Downey, Sandke, Woiwode, Tanaka  
**NAYS:** None  
**ABSTAINING:** None  
**ABSENT:** None

4. **CEREMONIAL PRESENTATIONS:**

4a. **Proclamation: Leslie Suelter Day.** Mayor Tanaka presented the proclamation to retiring Director of Administrative Services Leslie Suelter.

5. **CONSENT CALENDAR:** The City Council approved, adopted and/or accepted as one item of business Consent Agenda Items 5a through 5k with the addition of Items 11b and 11c.

Councilmember Downey suggested the addition of Items 11b and 11c.

Ms. Downey asked a question on Item 5i. At this point, the Port District has agreed to fund up to \$200,000 but based on the way it is written that is up to half of the costs. Since the cost is going to be \$280,702 can Mr. King confirm exactly how much the Port is going to pay?

City Manager Blair King responded that it is whatever is lower – one-half or \$200,000.

Councilmember Bailey will be voting no on Item 5i.

MSUC (Downey/Sandke) moved that the City Council approve the Consent Calendar Items 5a through 5k with the addition of Item 11b - Consideration of Reappointment of One Incumbent, Patrick Callahan, to a Second Term on the Bicycle Advisory Committee and 11c - Consideration of Reappointment of the Incumbent Representative, Allan Ovrom, Jr., of the Successor Agency to the Community Development Agency to the Board of Directors of the Coronado Hospital Foundation and the Board of Directors of the Sharp Coronado Hospital and Healthcare Center.

|             |   |
|-------------|---|
| AYES:       | Bailey, Downey, Sandke, Woiwode, Tanaka |
| NAYS:       | Bailey, on Item 5i                      |
| ABSTAINING: | None                                    |
| ABSENT:     | None                                    |

5a. **Approval of Reading by Title and Waiver of Reading in Full of Ordinances on this Agenda.** The City Council waived the reading of the full text and approved the reading of the title only.

5b. **Review and Approve that the Warrants, as Certified by the City/Agency Treasurer, are all Correct and Just, and Conform to the Approved Budget for FY 2015-2016.** The City Council approved payment of City warrant Nos. 10109672 thru 10109908 and City of Coronado Acting as the Successor Agency to the Community Development Agency of the City of Coronado warrant No. 90005586. The City Council approved the warrants as certified by the City/Agency Treasurer.

5c. **Annual Review of the 2016 Local Appointments List Regarding Upcoming Vacancies on Local Boards, Commissions and Committees.** The City Council reviewed the 2016 Local Appointments List and authorized the City Clerk to post said list at City Hall

and the Library in compliance with Government Code sections 54970-54974 (the Maddy Act).

5d. Approval of Holiday Time Off for Employees During December 2015 Consistent With Prior Years. The City Council authorized an additional eight hours leave to City employees to use in December as in past years.

5e. Award of a Contract to A-1 All American Roofing in the Amount of \$55,108 for Annual Roof Inspections and As-Needed Repairs. The City Council awarded a contract in the amount of \$55,108 to A-1 All American Roofing for annual roof inspections and as-needed repairs for all major City buildings.

5f. Adoption of a Resolution to Rescind Blue Curb Parking zones Adjacent to the Residences at 121 G Avenue, 718 B Avenue, 925 Tenth Street, and 1015 Adella Avenue. The City Council adopted A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO TO RESCIND BLUE CURB PARKING ZONES ADJACENT TO THE RESIDENCES AT 121 G AVENUE, 718 B AVENUE, 925 TENTH STREET, AND 1015 ADELLA AVENUE. The Resolution was read by title, the reading in its entirety unanimously waived and adopted by City Council as RESOLUTION NO. 8774.

5g. Adoption of a Resolution Authorizing the City Manager to Act as the City's Authorized Representative for the California State Association of Counties-Excess Insurance Authority (CSAC-EIA) and Authorizing the City Manager to Execute the CSAC-EIA Joint Power Agreement and Memorandum of Understanding for the Excess Liability Program. The City Council adopted A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO, CALIFORNIA, AUTHORIZING THE CITY MANAGER TO ACT AS THE CITY'S AUTHORIZED REPRESENTATIVE FOR THE CALIFORNIA STATE ASSOCIATION OF COUNTIES-EXCESS INSURANCE AUTHORITY (CSAC-EIA) AND AUTHORIZING THE CITY MANAGER TO EXECUTE THE CSAC-EIA JOINT POWERS AGREEMENT AND MEMORANDUM OF UNDERSTANDING FOR THE EXCESS LIABILITY PROGRAM. The Resolution was read by title, the reading in its entirety unanimously waived and adopted by City Council as RESOLUTION NO. 8775.

5h. Authorize the City Manager to Approve Change Orders to Address Unforeseen Conditions at the Spreckels Park Playground Project in an Amount Not to Exceed \$15,000. The City Council authorized the City Manager to approve change orders for unforeseen construction related to the Spreckels Park Playground project in an amount not to exceed \$15,000.

5i. Award of Construction Contract to Stanford Sign & Awning, Inc. in the Amount of \$210,320 for the Wayfinding Program and Authorize the City Manager to Sign a Memorandum of Understanding (MOU) with the Port District to Fund up to One-Half of the Costs, Up to \$200,000. The City Council awarded a contract to Stanford Sign & Awning, Inc. in the amount of \$210,320 for construction of the Wayfinding Program and approved the MOU with the Port District for funding.

5j. Authorize the Purchase and Installation of 548 Single Space Parking Meters with Occupancy Sensors from IPS Group in the Amount of \$467,554 and Approve an

**Additional \$218,000 to Complete the Project.** The City Council authorized the purchase of 548 single space parking meters with integrated occupancy sensors from IPS Group for a total cost of \$467,554 and authorized a mid-year appropriation of \$218,000 from the General Fund for the project.

**5k. Authorize the City Manager to Approve an Independent Contractor Agreement with Toni Perri (Dba Surf's Up Studios) in an Amount Not to Exceed \$60,000 per Year to Provide Broadcasting and Video Production Services.** The City Council authorized the City Manager to sign an agreement with Tony Perri in an amount not to exceed \$60,000 per year to provide broadcast and video production services for Coronado TV.

6. **ORAL COMMUNICATIONS:** None.

7. **CITY MANAGER/EXECUTIVE DIRECTOR:**

7a. **Update on Council Directed Actions and Citizen Inquiries.** No report.

8. **PUBLIC HEARINGS:**

**8a. Public Hearing: Appeal of the Decision of the City of Coronado Planning Commission Denying a Request for a Variance for a Proposed New Two-Story Residential Duplex Addressed as 900 G Avenue and Located in the R-3 (Multiple Family Residential) Zone (PC 2015-17 Evans, Christinen & Edward P. Jr).**

Ex parte disclosures:

Councilmember Downey called the architect to ask a question.

Councilmember Bailey spoke with the owners of the property but not in great detail.

Councilmember Sandke drove by the property and spoke with one neighbor about it.

Councilmember Woiwode visited the property from the sidewalk.

John Swanson, Assistant City Planner, provided the staff report.

Appellant Christian Rice, architect, began by saying that they do not feel that the Planning Commission thoroughly discussed the findings and did not give sufficient evidence that the findings were not met. They feel that they were met. He reviewed the findings.

Councilmember Woiwode asked Mr. Rice to show a plan view of the site. He asked where the front yard is.

Mr. Rice explained the unique lot arrangement and the various setbacks.

Mr. Woiwode mentioned the adjacent properties that Mr. Rice was using to calculate the 6½ feet. Those are all setbacks from the front of the property.

Mr. Rice agreed that those are their front yard setbacks.

Mr. Woiwode pointed out that this is from the side yard setback of the property.

Harry DeNardi, Chair, Planning Commission, began by saying that one of the things that hasn't been talked about is what a variance is and it is important that we are clear on what is required to grant a variance. He does not feel that the project will stand if these variances are not granted.

Edward Evans, property owner, believes that there are special circumstances regarding this particular lot. It is a three-sided reverse corner lot. There is really no other way to cram in the amount of parking required by the zoning.

Mr. DeNardi recognizes that City staff recommended approval of the three variances. He also recognizes that the Planning Commission voted not to approve these variances. If there is a hardship specific to these three variances that have been requested and the Council passes this, he believes it will fail if it is challenged. The reason he thinks it will fail is because this is a case where an applicant intentionally designed a duplex that doesn't meet City code. And he did it to increase the structural coverage of the duplex by taking two 9x20 garages and making them unenclosed; he picked up 350 square feet of structural coverage. He thinks that is wrong and he does not think it will stand up to a challenge.

**Mayor Tanaka opened the public hearing.**

Brian Smith commented he is very strongly in favor of property rights and the rights of the property owner to develop within the code. This is an R-3 lot and you should be able to build an R-3 structure. There is currently a small cottage single-family home on the lot. An issue that has not been addressed is safety. This is a five-way intersection that is extremely difficult for cars, pedestrians and bicycles to transit. There are near accidents continually. Right now there is a small cottage on the lot. If you build the large R-3 duplex with maximum coverage and minimum setbacks, you are going to reduce visibility on that corner even more and he believes it is presenting a hazard and a liability to the City if you approve a variance in this area. He also noted that the specific building was designed to try to get the variance, to try to maximize the FAR by using uncovered parking which increases your livable square footage and trying to get the variance to avoid having to have it covered within the code. The code is there for a reason. It is strict for a reason. We abide by it for a reason. The overall structure of a large duplex is going to reduce our visibility on that corner. He could have built a larger single-family home to meet the FAR or you could build a smaller duplex in the R-3 and meet the code but you would have a smaller footprint. He is all in favor of him doing what is legal within the code but he objects to trying to get a variance or design a structure knowing that he has to get a variance instead of designing it within the code.

**Mayor Tanaka closed the public hearing.**

Mayor Tanaka thinks both sides of this argument are strong and that is reflected in the 3-2 decision by the Planning Commission. He asked Council members for their thoughts.

Councilmember Downey appreciates the extra work that both sides put in on this issue. The rules of variance are there when you have an unusual property. It doesn't mean you only get to apply

for them because you have an existing property that suddenly needs a variance from the code. It is for exactly a circumstance like this as you have a property that is unusual and you don't know what to do with it going forward. She is not offended in any way that a property was designed with the understanding that variances would be approved. She has been a huge proponent of what now the RSIP Committee will hopefully be bringing to the Council that we do some uncovered parking because people park in uncovered parking. She is not offended by that either and is thrilled that we may get that changed and recommended by the RSIP Committee. She likes looking at how it can be done now. She likes that they looked at both tandem and side by side. This matter is before the Council as an appeal. In order to grant the appeal, we are going to have to make some findings. She believes this lot meets the requirements as an unusual special circumstance and she thinks the owner of the lot explained exactly why. It is not just a reverse. It is a three-sided reverse with no alley access. She sees this as a creative way to address an unusual lot that has unusual circumstances. She agrees that both of the parking variances should be granted. She is a little bit flexible on the additional setback. She is not sure that is actually required.

Councilmember Sandke pointed out that it was brought up by Mr. DeNardi that there is a benefit of 360 buildable square feet or something added to the project if in fact they do the uncovered parking place. It almost sounds a little bit like you can game the system to get a little bit more FAR. He asked for a further explanation of that.

Mr. Swanson responded by saying that in the R-3 Multiple Family Residential zone the definition of FAR excludes up to 400 square feet of floor area for parking and associated storage. In this zone, the enclosed parking spaces are not counted against FAR.

Ms. Downey commented that under the current RSIP that square footage didn't used to count in single families but when we adopted the RSIP it did. We were trying to shrink the FARs. Most of the homes in this town did not include the garages but it is only once we adopted the RSIP and we were shrinking the FAR sizes that we made them calculate that square footage for the two-car garages. We did not do it in the R-3.

Mr. DeNardi was speaking about structural coverage and not FAR. This project is up to 99% of what is allowed in structural coverage. If you enclose those two garages, it exceeds the structural coverage that our code allows by 360 square feet.

Councilmember Bailey thinks that when you look at our zoning ordinance it is written so that one size fits all but we know that is not the case. He thinks that in this case, because it is a unique lot, a variance is warranted. He disagrees with the Chairman that the appellants were designing this property to increase the structural coverage as much as they did. He thinks that the appellants, based on the presentation, were doing their best to comply with all the requirements that our zoning ordinance puts in place. For that reason, he would be happy to move forward with the variances that they requested.

Councilmember Sandke recognizes that the lot is an odd shape and it does create some hardships for a very talented architect. This project is another creative use of not only his talents but is pushing the envelope a little bit and that troubles him. The configuration that Mr. Rice showed in his buildable areas if you did the normal side-by-side garages for each of the two houses showed only first floor buildable area. There is quite a bit of space upstairs and he has seen great projects, particularly John O'Brien projects, that are reversed where the kitchen and all of the living area

are upstairs so there is a lot of imagination that can go into that. He is not sure that particular requirement isn't something that a very creative architect couldn't overcome. He was interested by the remark from Mr. DeNardi about needing to start over if this isn't granted. He is not sure that is the case because we aren't off by much. He thinks that a lot of the requests that this individual has made towards variances relate to other properties that were built at different times under different rules and so it is apples and oranges. Those variances didn't break the rules when they were built years ago and they weren't variances in their day so they aren't comparable to a variance that is asked for now. The side yard setback is troublesome for him in terms of arguing that it is the depth of the other lots that are being compared because the side yard setback doesn't necessarily apply based on the depth of the lot. It really is meant to address the street side appearance of all the houses on the block regardless of how deep one house is or the other house is. Finally, the unenclosed parking spaces, while he finds compelling reasons why that is a good thing, he would like them to be conforming. With these particular ones, the variance is being asked for to do the unenclosed parking places on a lot that doesn't allow that but in addition to that the parking places are not up to standard code size. They are smaller than the code calls for. We would be granting substandard parking. The appellant used the phrase 'cram in' and he thinks that is what this project does. It crams in something to a lot that clearly, according to our rules, would not be allowed and our zoning rules, should we decide to follow them, would not allow this particular project. He is not convinced it is a start over for the architect. He is creative enough to find a way to build this thing within the rules or build this thing to a single variance as opposed to three or find a way that we can stand behind the rules. Our citizens need an even playing field. He recognizes that this is an odd lot. But we have been cramming in hundreds of homes in Coronado over the last several years knowing that residential density is a real problem in our town. He would be much happier approving this project without any variances. That is a prudent direction for the appellant to move forward. He would be in support of denying the appeal.

Councilmember Woiwode thinks the fact that RSIP is contemplating having an unenclosed space so that people would use it is obviously something we all believe in. We have talked about it before. But it is not the code at the moment. The fact that we may be going in that direction and the fact that it may be a good thing is still not answering the question of what is the code and what are we able to allow. He is a little concerned with the side yard setback just because of the concerns with obstructions and that corner. The 19 inches may be a significant thing from a sight line standpoint. He doesn't see the compelling reason in terms of the code and granting of variances to grant that 19 inch exception on the side yard setback. As much as he would like to see this done and he thinks that what the Council has been presented with is very creative but the logic for denying the variances is stronger than the logic for accepting the variances.

Ms. Downey asked Mr. Woiwode a question. If the concern was the safety, because of the side yard setback, if that was removed so we were only dealing with the two variances for parking, would that be easier for him?

Mr. Woiwode responded by saying that if we don't have to deal with the side yard setback, the logic for that has to do with what other properties Mr. Rice showed as analogous to this, he doesn't think answers the bell for this property which is adjacent to properties with much deeper setbacks. He wouldn't want to grant the side yard setback. He thinks we have to follow the logic. He doesn't see the argument for doing that. He doesn't see the argument for granting the uncovered tandem garage, as much as he hates covered tandem garages and would much rather see an uncovered tandem garage, but he still thinks that it isn't something he can argue in favor of.

Mayor Tanaka referred to the staff report on page 179. It says very clearly that the sole purpose of any variance shall be to prevent discrimination. It also says no variance shall be granted which would have the effect of granting a special privilege inconsistent with the limitations of other properties in the vicinity. He is ready to say that it is clear to him that because of the shape of this lot the variance is warranted because it would prevent a discrimination from this property that they would suffer. They suffer from being an irregular shape. The variance cures the problem. This would be a special privilege if this were a normal 25x140 or 40x140 or 50x140. In most cases, Coronado's rules apply to those rectangular shaped lots. It is not the applicant's fault that the original designers of Coronado put in Olive Avenue and Palm. Those two streets were put in for global reasons to create view corridors and vistas. He is willing to grant the variance because they are not the ones that created the irregular shape that they are dealing with. A variance is meant to deal with some form of discrimination that exists and in this case you have to be very specific. You can't just give out variances willy nilly but the problems they are facing in terms of the square footage of their lot, not being able to meet the 50-foot-wide standard and they are suffering because of their geometry and a variance is reasonable and appropriate to fix that. If they were asking for similar requests in a normal lot, they wouldn't need the variance and that is why he thinks that logic is compelling. He referred to page 180 where it says that special circumstances applicable to the property include size, shape, topography, location or surroundings. This clearly, on the issue of shape, is the overriding factor that deserves the variance. If you look at what they would get if all three were granted, it is consistent with what other people are already allowed to do with similar square footages. Something else that is important to note about Coronado is we are used to the idea of a 3,500 square foot lot being kind of a normal, small size. 3,500 is normal in Coronado when it is 25x140. It is not normal in Coronado when you have three streets in an irregular, asymmetrical pattern. They are not able to qualify under normal rules because of their shape. If they had a normal shape, we wouldn't be here. To him it is very clear, and it is still a judgment call, but to him a variance is warranted because of the irregular shape and he does not believe their lot is advantaged because of this. If we were to affirm the decision of the Planning Commission, in his opinion, we would be creating the discrimination. This doesn't give them special status and special rights. It addresses an imparity that has been created by the gridding of our streets.

Mr. Sandke asked Mayor Tanaka if he thinks it was impossible for the architect to draw a project that fit the code.

Mayor Tanaka doesn't feel it is his job to answer that question. He judges what is in front of him. He has to decide if what is in front of him is reasonable or unreasonable. He doesn't think that what they are asking for is unreasonable because others have it. That is one of the standards here. Is it consistent with what else is being granted in the neighborhood? All things considered, those three variances are not big advantage givers.

**MSC (Downey/Bailey) moved that the City Council adopt A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO TO GRANT THE APPEAL OF THE DECISION OF THE PLANNING COMMISSION AND APPROVE A VARIANCE FOR A PROPOSED RESIDENTIAL DUPLEX ADDRESSED AS 900 G AVENUE AND LOCATED IN THE R-3 (MULTIPLE FAMILY RESIDENTIAL) ZONE based on the following findings: Finding A - The size, shape, topography, location or surroundings of the applicant's property make**

it physically special or unique in contrast with other lots in the same district. She is proposing that finding based on the fact that it is physically special or unique in contrast to other lots in the same district, that it is an irregularly shaped, reverse lot without alley access; **Finding B** –Is the privilege sought by the applicant/owners enjoyed by owners of other property in the vicinity with identical zoning classification? Yes. The applicant requested a reduced side yard setback, one enclosed and one uncovered parking space per dwelling unit and tandem parking for one of the two new residential duplex dwellings. The applicant has provided evidence that the majority of the existing development on other reverse corner lots in the same zone have habitable space less than five feet from the street side yard property line. In addition the applicant has also provided evidence that the majority of the existing development on these types of lots in the same zone do not provide adequate off street parking so this is a bonus for this configuration. **Finding C** – Does the strict application of the zoning ordinance deprive the applicant of the privilege enjoyed by other owners of property in the vicinity and under identical zoning classification? Yes. All new development on reverse corner lots in the R-3 Zone is required to provide a street side yard setback. Applicant has provided evidence that existing development with reduced setbacks on other reverse corner lots is a privilege currently enjoyed by owners of property in the vicinity under the identical zoning classification. In addition, the majority of other reverse corner lots in the zone do not provide adequate off street parking. Therefore, the strict application of the zoning ordinance deprives the applicant of a privilege enjoyed by other owners of property in the vicinity and under identical zoning classification. **Finding D** - Would the granting of the requested variance constitute a special privilege to the applicant that is not enjoyed by other property in the vicinity? No. The granting of the variance would not constitute a special privilege. In this specific case, nearby properties have development constructed close to the property line and do not provide adequate off street parking. Therefore, the strict application of the zoning ordinance deprives the applicant of a privilege enjoyed by other owners of property in the vicinity and under identical zoning classifications. The Resolution was read by title, the reading in its entirety unanimously waived and adopted by the City Council as RESOLUTION NO. 8776.

|                    |                        |
|--------------------|------------------------|
| <b>AYES:</b>       | Bailey, Downey, Tanaka |
| <b>NAYS:</b>       | Sandke, Woiwode        |
| <b>ABSTAINING:</b> | None                   |
| <b>ABSENT:</b>     | None                   |

9. **ADMINISTRATIVE HEARINGS:** None.

10. **COMMISSION AND COMMITTEE REPORTS:** None.

**11. CITY COUNCIL BUSINESS:**

**11a. Council Reports on Inter-Agency Committee and Board Assignments.**

**Councilmember Sandke** submitted his report in writing but did report that he was made aware at the MainStreet Board meeting that MainStreet is going to become part of a nationwide small business day on Saturday, November 28.

**Councilmember Woiwode** submitted his report in writing and announced that Circulate San Diego had their annual awards where they honored individuals and projects.

**Councilmember Downey** submitted her report in writing.

**Councilmember Bailey** submitted his report in writing.

**Mayor Tanaka** attended a Heartland JPA Fire Dispatch meeting; attended the CSF Gala; attended the Mayors and Managers meeting along with Assistant City Manager Tom Ritter; attended an ice cream eating contest with Mr. Woiwode; attended a luncheon for Leslie Suelter; attended the Homecoming Parade with Mr. Woiwode and Mr. Sandke; attended an Eagle Scout Court of Honor for six Eagle Scouts.

**11b. Consideration of Reappointment of One Incumbent, Patrick Callahan, to a Second Term on the Bicycle Advisory Committee.** Under Consent, the City Council reappointed Commissioner Patrick Callahan to the Bicycle Advisory Committee for a second, three-year term to expire November 30, 2018.

**11c. Consideration of Reappointment of the Incumbent Representative, Allan Ovrom, Jr. of the Successor Agency to the Community Development Agency to the Board of Directors of the Coronado Hospital Foundation and the Board of Directors of the Sharp Coronado Hospital and Healthcare Center.** Under Consent, the City Council reappointed Al Ovrom, Jr. as the representative to the Board of Directors of the Coronado Hospital Foundation and as a member of the Board of Directors of the Sharp Coronado Hospital and Healthcare Center for a first, three-year term to expire December 31, 2018.

**11d. Consideration of Appointment to Fill One Vacancy on the Bicycle Advisory Committee.** Mayor Tanaka explained the process to be used for selection.

Mayor Tanaka noted that Karen Netting was unable to attend the meeting.

Alex Fitzpatrick introduced himself to the Council and the public and discussed his interest in membership on the Committee.

City Clerk Mary Clifford read the names and recorded the votes for the first round of voting as follows:

|                          |            |
|--------------------------|------------|
| Alexander A. Fitzpatrick | five votes |
| Karen Lee Netting        | five votes |

City Clerk Mary Clifford read the names and recorded the votes for the second round of voting as follows:

|                          |            |
|--------------------------|------------|
| Alexander A. Fitzpatrick | five votes |
| Karen Lee Netting        | four votes |

**MSUC (Tanaka/Downey) moved that the City Council appoint Alexander A. Fitzpatrick to serve a full, three-year term to expire November 30, 2018.**

|                    |  |
|--------------------|--|
| <b>AYES:</b>       | <b>Bailey, Downey, Sandke, Woiwode, Tanaka</b> |
| <b>NAYS:</b>       | <b>None</b>                                    |
| <b>ABSTAINING:</b> | <b>None</b>                                    |
| <b>ABSENT:</b>     | <b>None</b>                                    |

**11e. Receive Ridership Summary and Survey Results from the 2015 Free Summer Shuttle Program.** Mayor Tanaka announced that Items 11e and 11f would be heard concurrently.

City Manager Blair King introduced the item. Mariah VanZerr, Active Transportation Planner, provided the report.

Councilmember Sandke wanted to touch on the Strand transit circulator idea – Ferry, NASNI, NAB. Was there any initial look at including the Cays in that particular transit loop and considering that as one item as opposed to two items?

Ms. VanZerr responded that staff could look at that. There could be concerns for out of direction travel with where the Navy commuters are trying to get to and where the Cays residents are trying to get to.

**Mayor Tanaka invited public comment.**

Eddie Warner is privileged to be a member of the CTID Board as well as the Coronado MainStreet Board. She appreciates the fact that the Council is considering expanding the shuttle service. It would go a long way to meet goals of both organizations. She would recommend prioritizing the 15 minute loop so that there would be 15 minutes between scheduled bus stops. That would make it the choice for everyone. She also thinks it would be great to expand it to at least weekends year round. That would help move people throughout town. Businesses are much busier on the weekends than they are during the week.

Todd Little, Executive Director, Coronado Tourism Improvement District, offered some additional information on the demand for the shuttle, particularly on the Silver Strand.

Rita Sarich, Coronado MainStreet, thanked the Council for approving the wayfinding signage program. The MainStreet Board is very supportive of the parking meters that were just authorized. The turnover in the downtown area is paramount to parking issues. The Board is also very supportive of the shuttle program. It is just about the first thing that has been able to be done to help to reduce traffic. They realize it is expensive and could understand a need to prioritize. To

expand the shuttle to as year round as we can get is wonderful but it could be just the weekends during the off season.

Morgan Miller commented on transportation in general. He thinks this is a great idea and a great program. He thinks the City should increase parking fees. The end goal is to get people out of cars. We need to address this problem on multiple levels. He would even propose having San Diego add a 50 cent fee to each gallon of gas and use those funds to expand other public transportation options.

Mayor Tanaka thanked Ms. Downey for bringing this issue up. He thinks the City would be foolish to ignore three years of good data. The data shows that the summer shuttle has worked, at least for the targeted period of time. Those three years of data indicate to him that this would be a good investment in terms of trying to do the same thing year round. He is not looking for ways to spend more money but cities do provide services and we weigh out whether the money we spend is equal or greater to the service we provide. He thinks the fact that so many Coronado people are using the free summer shuttle indicates that this is something that they would support if we can afford it and he thinks we can afford it. This is a service that they would benefit from and perhaps that even they would save money from. He has enjoyed seeing the number of locals flock to it. He is fairly confident that it will be used a large percentage of the time by people who live here in Coronado. He thinks it is important for the City to find at least minimal ways to get the Cays more involved. He thinks it is absolutely imperative to find something that does a Cays loop so that those people who want to use public transportation can do so easily. Fortunately, the geography of the Cays lends itself to a loop near where the fire station is. We need to be willing to foot some of the bill for that. He does think there is a difference between how well the summer shuttle works in the Village versus the Cays. There are some very obvious differences in terms of the finances and challenges and making some sort of bus situation work with the Cays. He did think the City should think about using the purchasing tickets option rather than purchasing whole chunks of routes or more buses. We don't have data one way or the other to tell us if expanding the program into the Cays would work. All of our data is built around summer and the Village. He does think we need to come up with some form of a loop that gives the Cays the best chance possible to avail themselves of a program. It might be a lot cheaper to buy chunks of tickets and make those available to Cays residents. Ms. VanZerr reported that the City spent \$5,100 on tickets last year. That is quite a bit less than the numbers being proposed on page 267. Maybe that is still an appropriate next step. He was encouraged that Mr. Little mentioned that they did something similar with the Loews. He pointed out that there is a real flaw in the 904 as it exists. The hours are terrible. He definitely thinks 15 minutes works. He is ready to go year round. He knows there is extra cost. He also wanted to say that the current program works because it is free and because that wrap looks so good. There is consistency. Whatever we move to it needs to be consistent. People need to not have to wonder or think about it and if it is every 15 minutes, it is always that pretty looking bus and it is free you don't need to explain it more than that. He thinks it is worth the risk and worth the investment.

Councilmember Downey appreciates the Council being willing to have staff take the time to prepare this. She agrees with Mayor Tanaka that the success has been overwhelming so we need to capitalize on that and figure out how to get more people out of their cars. She is certainly in support of extending it in the Village year round. She was surprised when she put out her request and asked for people to give her comments. One of the things that she didn't realize is that part of the reason we don't get as many people in the Cays using public transportation are two-fold. The

hours are not good. Many people live further from the stop than they are comfortable walking. She would like to see what would happen if the stop did come into the Cays perhaps in that parking area. She agrees that she somehow wants to figure out how to include the Cays but if we just get passes to the current 904 route, it isn't going to be stopping at the parking lot at the fire station. One of the goals of any kind of transit system is to get people out of their cars. We were smart in that we figured out what kind of people would get out of their cars and we figured out it was the tourists so we kind of planned it to get those people. We aren't going after the people in the Cays who want to get out of their cars. There are two of these groups. The first one is all those parents who have to haul their children to and from every activity in town because the school district canceled the school bus routes a long time ago. The other group is people like Rita Sarich who are coming to the Village to work. She thinks that one of the things we could do to start the Cays program is maybe just have a special route that runs in the morning maybe from 7 a.m. to 10 a.m. and then goes back at night. We have a group of people that were on the bus and were riding the school bus and now are in private vehicles that have to make two round trips a day to the Village. She received emails saying that those riders would be guaranteed. She is thinking that as we are expanding the program we should go after people that want to get on a bus. She would opt for everything but realizes that priorities will have to be set. She thinks that the priorities should include expanding the service year round in the Village and find some way to get some of the Cays people who want to join the program on it.

Councilmember Bailey thinks that every time we are faced with a question like this we have to ask ourselves what we are trying to accomplish. When the free summer shuttle was first discussed, he remembers that the objective of the Council at that time was to mitigate the impact of traffic and parking congestion during our busiest summer months, which makes sense. That is when we are most impacted. That is why we tried it during the summer months. We have always stated that the summer shuttle has been a success but he feels that has been based on data that we didn't have available. If we are looking back to our original objective of mitigating the impact of traffic and parking, you are only mitigating that if you get people out of their cars. One of the reasons we included on this last recent survey of the participants on the summer shuttle the question of whether or not you would have made this trip and how else you would have made this trip and only 30% of the respondents said they would have made this trip by car. The rest would have made it some other way. We only accomplished getting 30% of the group out of their car. The staff report makes the claim that it represents 35,000 auto trips but that is based on the assumption that every single one of those auto trips would have been with a group of just one person yet we know from the survey data that three quarters of everyone who used the summer shuttle traveled in groups of two or more. When you break down the numbers, the summer shuttle effectively, conservatively, took off 15 auto trips per hour in the entire Village. He likes looking at the numbers. Going forward with expanding the shuttle service year round knowing that the summer months have the greatest impact on parking and traffic and the rest of the months not so much and that during that peak season we only saved 15 auto trips per hour at that great of an expense is going to make it a tough sell at year round with 15 minute service intervals because of what the data shows us. He does agree that we need to try to get the Cays more involved and it sounds like there is an opportunity to do that but he is certainly open to hearing other opinions on that. As far as just moving forward and saying that we need to extend this to year round at 15 minute intervals doesn't have data to support that. That would be a tough sell for him.

Councilmember Sandke commented that to see this enjoy a 1,174% improvement in the short period of time it has been running is really rewarding. Government does get things right

sometimes. He is happy with the 20-minute schedule. He thinks that has been extremely effective so he thinks it would be a tough sell to get him to that 15-minute interval. He thinks we have an opportunity to move that bus stop which will keep the Shores people more involved and happy about this. He would add the off season service and thinks an initial step to gauge demand for that off season would be that \$30,000 expenditure to make the 904 rider not have to pay. He would be prepared to make that motion tonight. That is a great idea and it is low hanging fruit. Forty percent of the folks, according to our data, are locals that are riding that and that is in the tourist time. He would think that percentage would be significantly higher during the off season when we are not necessarily impacted by tourists as much, although our shoulder seasons are getting smaller and smaller. A lot of people have talked to him about this and their usage of it. The 30% figure in terms of people who would ride in cars instead of riding the bus is a little bit light because a lot of those people who would not be in their cars can't drive yet. That 30% figure of people who would drive instead is impacted by the fact that a good chunk of those people can't drive cars so they use the shuttle in lieu of riding their bikes across a busy Third and Fourth Street. He really likes the transit loop idea. It is a big step and requires a lot more study. The Cays, NAB, the Ferry Landing, NASNI, incorporating some Loews folks – we have an opportunity there to look at that. Perhaps it is its own route. It could have some type of schedule that would work for the people using it. We aren't in the school bus business but maybe we could find a way to facilitate that with Silver Strand traffic in the morning that has become so problematic. He does share Mayor Tanaka's concern about demand from the Coronado Cays. The Loews has some opportunity for guests using that as well. He thinks that is something he would like to see staff explore. So he would be supportive of doing the \$30,000 now for the free 904 and he would include a staff look at a transit loop that might incorporate NASNI to the Cays and some significant stops in between. In the staff report, he found that there are three stops adjacent to the Hospital for the existing service we have now and maybe that is too many for the short amount of space that exists down there. There are probably some route improvements that we didn't address with Ms. VanZerr in our questions but there are some opportunities to look at the route and make some improvements. He feels strongly about the low hanging fruit.

Councilmember Woiwode commented that the summer shuttle is clearly a service in demand whether 30% of the riders would have taken cars or not or some large number of people who didn't say they would have taken cars maybe wouldn't have made the trip. One of the things that may be happening is there are more trips than there would be if the shuttle were not there. Generally we think that is a good thing. It clearly is successful. He remembers Mayor Tanaka arguing for the 15-minute service the last time we did this and he would be in favor of that for a couple of reasons. The load is clearly there. There are times when that bus was full. Fifteen minutes helps with that. Fifteen minutes reduces quite a bit the layover issues over at the Shores. He would like to see us move in that direction. Expanding the dates may be a possibility and we could perhaps look at the ridership data to see how it tailed off at the end. Were we near zero when we shut down this year or did we still have healthy ridership? That could help us decide whether to extend the dates. He likes the proposal of going from May 27 through September 25. He is happy with both of those. He would be interested in testing the market for the 904 and whether or not people would ride it if it were free. He has a feeling that we are going to have a disappointing result there but he doesn't have any data to point to. A toe in the water might be an okay thing. As far as the Cays goes, there is history there. He doesn't think we should ignore the fact that there was a service to the Cays that people didn't ride. We ought to go back and try to figure out why that was. Maybe it is as Ms. Downey suggested that the time didn't work. There is no reason to make that such a high priority when it is a very expensive service to offer. Adding that mileage adds tremendously

to the cost of running this because you pay for the bus per mile. However, that analysis ought to be looking at Loews' needs. Mr. Little explained a little bit about what the CTID did in terms of providing tickets on the 901 but there is more than that. There is Loews' own shuttle. They run that thing 14 hours per day for free for their guests. They may be open to sharing expenses with us if we could offer them the same service and couple it up with pickups in the Cays. That may be a possibility. If we wanted to analyze the Cays situation we ought to recount history – what didn't work in the past – which is the reason for canceling that and what could work with Loews, marrying this up with the needs that they have. As far as a loop that connects the corners of the City, we have done that before when we had the transit district and there is a reason that it got canceled. Again, it would be interesting to look at the history. At this point, he is ready to go ahead with the idea of adding to the summer shuttle, 15-minute frequency and possibly even expanding the dates as proposed. He would be willing to consider the 904 for free as a test to see whether or not we get any business.

Mayor Tanaka summarized that he and Ms. Downey are in agreement with really trying to parlay the success of the program, Mr. Bailey and Mr. Sandke are maybe needing a little more convincing that it should be wrapped all the way around the year and Mr. Woiwode is in the middle of that. He hears three votes at least to do an expanded summer date from 5/27 through 9/25 and to do it at 15-minute intervals.

**MSC (Downey/Woiwode) moved that the City Council direct staff to proceed with an expanded summer shuttle with increased service to every 15 minutes and to expand the dates from May 27, 2016, through September 25, 2016.**

|                    |  |
|--------------------|--|
| <b>AYES:</b>       | <b>Downey, Sandke, Woiwode, Tanaka</b> |
| <b>NAYS:</b>       | <b>Bailey</b>                          |
| <b>ABSTAINING:</b> | <b>None</b>                            |
| <b>ABSENT:</b>     | <b>None</b>                            |

Mayor Tanaka commented that the next item for the Council to decide on is the idea of fare removal for the 904 year round. He thinks it is important to point out that the free summer shuttle works because people understand it. If we want to see similar success on something year round with the 904, it needs to be a similar platform. Mr. Woiwode predicted that we will be disappointed and Mayor Tanaka thinks he is right because the 904 is a disconnect from the success of the free summer shuttle. He thinks what the Council needs to have a discussion on is what it wants for the 904. Should it be left alone and say that it is MTS' problem and not the City's and therefore not make it year round? Or should the City take something that was a success with the summer shuttle and adapt that to the 904's way of doing business? He thinks the decision will be to direct staff to come back with clearer options about what can be done to improve 904 service.

Mr. Bailey suggested looking at the data from the summer shuttle and extrapolate that out to the 904; three quarters of the riders said that their primary reason for participating with the summer shuttle was convenience. The current route of the 904 and the current times in one hour intervals probably isn't going to be convenient. We need to look at that in order for there to be any chance of success. Twenty-nine percent said it was not having to worry about parking. Given that the 904 currently runs during times when we don't have parking as impacted as it is during the summer months, he thinks it is unlikely that we are going to have as much success with the 904 no matter

what interval we put on there. Presumably the 29% of people who said that they took the summer shuttle so that they didn't have to worry about parking aren't going to be worried about parking during the off peak months anyway. They are probably not going to be as inclined to take that shuttle.

Mr. Woiwode thinks that Mr. Bailey is right on point and getting to where we would do a real test of the 904 would be a very expensive proposition. He doesn't know that there is a cheap way to do it. He thinks it is all or nothing and it works or it doesn't. He is not ready to make that commitment. Right now running the 904 on the schedule we do costs \$40,000/month. That is a huge commitment doing that year round for what we know will be a substantially smaller ridership. He thinks that he doesn't see the case for fare removal on the 904 year round.

Mr. Sandke thinks that \$30,000 is a modest fee to benefit our residents directly and not necessarily our tourists. He thinks an existing schedule, in terms of feeling this out, is not going to require adding buses at \$40,000 a month to know whether, during the off season, people are going to ride the 904 if it is free. This would give us a chance to see something directly oriented towards residents.

Mayor Tanaka doesn't want to mix a successful brand with an unsuccessful brand. The successful brand is the free summer shuttle and we have made it successful because we have taken control of all of the parameters. The only way for us to fix the 904 is to do the same thing. It would cost us to fix someone else's product and he doesn't want to do that at this point. He is glad the Council is willing to double down on what is working and to make it a 15-minute service in the summer. He is glad we have expanded the amount of time that it will operate so that the brand will continue to flourish. The one thing he thinks the Council might want to consider tonight are just suggestions to make the 904 a better service. If it is running from 10 to 6, he thinks we should work with Mr. Woiwode to try to plant these suggestions so that we get better hours and also maybe come back with recommendations for increased service as opposed to the current every hour service. We have already done this with the summer shuttle and we don't have any of that going for us with the 904. He is going to join Mr. Bailey in saying that this isn't the time to mix the brands and to try to fix everything all at once. He thinks we need to work with Mr. Woiwode to try to fix the 904 or to see if that requires a different set of eyes and saying we want to incur the cost of going from 60 minutes to 30 minutes but we need to find out what those options are. He thinks we should focus on what we have already approved in terms of expanding the summer shuttle and then try to work within the existing structure to try to improve the 904 and make it a better product standing alone from the free summer shuttle program.

Ms. Downey is not comfortable with the way the 904 works. Part of the issue is when we lost the 901 part of that was because we had poor ridership. She understands what MTS was trying to do and only keep the routes at the times in the places that they thought would be used. At this point, she is okay but she would really like us to look at the opportunities, and maybe part of that could be working with Loews, to get some service that brings folks from the Cays and the Loews up to the Village. She would like to hear the Council's feelings on having staff look at options to bring people from the Loews and the Cays because, although she doesn't want to mix free and pay, the folks from the Cays that have to drive every day to drop their kids off at school...

Mayor Tanaka has a suggestion. He proposed the idea of a subcommittee of Ms. Downey and Mr. Woiwode to work with staff to try to find some way to improve service on the 904 from the Strand

to the Village. We have lots of parents and commuters complaining to the Council directly that the Strand is as bad as ever.

**MSUC** (Tanaka/Sandke) moved that the City Council form an ad hoc committee consisting of Mr. Woiwode and Ms. Downey to come back to the City Council with suggestions for how to improve ridership from the Strand to the Village.

|                    |  |
|--------------------|--|
| <b>AYES:</b>       | <b>Bailey, Downey, Sandke, Woiwode, Tanaka</b> |
| <b>NAYS:</b>       | <b>None</b>                                    |
| <b>ABSTAINING:</b> | <b>None</b>                                    |
| <b>ABSENT:</b>     | <b>None</b>                                    |

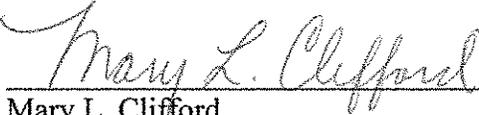
**11f. Preliminary Options to Enhance Coronado's Free Summer Shuttle Service.**

- 12. CITY ATTORNEY:** No report.
- 13. COMMUNICATIONS - WRITTEN:** None.
- 14. ADJOURNMENT:** The Mayor adjourned the meeting at 6:20 p.m.

Approved: November 17, 2015

  
\_\_\_\_\_  
Casey Tanaka, Mayor  
City of Coronado

Attest:

  
\_\_\_\_\_  
Mary L. Clifford  
City Clerk