

**MINUTES OF A  
REGULAR MEETING OF THE  
CITY COUNCIL  
OF THE  
CITY OF CORONADO/  
THE CITY OF CORONADO ACTING AS THE SUCCESSOR  
AGENCY TO THE COMMUNITY DEVELOPMENT AGENCY  
OF THE CITY OF CORONADO  
Coronado City Hall  
1825 Strand Way  
Coronado, CA 92118  
Tuesday, March 3, 2015**

**CALL TO ORDER/ROLL CALL 3:29 pm**

**ANNOUNCEMENT OF CLOSED SESSION**

- 1. CLOSED SESSION: CONFERENCE WITH LEGAL COUNSEL –  
EXISTING LITIGATION**  
AUTHORITY: Government Code Section 54956.9(a)  
NAME OF CASE: Van Erhard v. City of Coronado  
WCAB No. ADJ9118509
  
- 2. COMMUNICATIONS – ORAL: None**

**The meeting adjourned to Closed Session at 3:30 pm.**

**The City Council reconvened at 3:39 pm and 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 February 17, 2015.

**MSUC** (Downey/Bailey) moved to approve the minutes of the Regular Meeting of the City Council/the City Council Acting as the Successor Agency of February 17, 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:** None.

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 Item 11b and 11d.

Councilmember Bailey suggested the addition of Items 11b and 11d.

Councilmember Downey commended City staff for the number of grant programs that they are actively pursuing on the City's behalf. She knows how much effort it takes to find them and then pursue them.

Councilmember Sandke recused himself on Item 11d.

**MSUC** (Downey/Bailey) moved that the City Council approve the Consent Calendar Items 5a through 5k with the addition of Item 11b - Consideration of Appointment to Fill One Vacancy on the Transportation Commission (Harold Aronson) and 11d - Appointment of an Interim Advisory Board to Assist with the Development of the Management Plan and Resolution of Intent for the Formation of a New Tourism Improvement District.

**AYES:** Bailey, Downey, Sandke, Woiwode, Tanaka  
**NAYS:** None  
**ABSTAINING:** None  
**ABSENT:** None  
**RECUSED:** Sandke, on Item 11d

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 Budgets for FY 2014-2015. The City Council approved payment of City warrant Nos. 10105542 thru 10105687. The City Council approved the warrants as certified by the City/Agency Treasurer.

5c. Filing of the Treasurer's Reports on Investments for the City and Successor Agency to the Community Development Agency for the City of Coronado for the Quarter Ending December 31, 2014. The City Council examined the quarterly Reports on Investments and ordered them filed.

5d. Second Reading for Adoption of "An Ordinance of the City Council of the City of Coronado Amending Title 40, Chapter 40.40 of the Coronado Municipal Code Regarding Disturbance Abatement Fees; Amending Title 40, Chapter 40.42 of the Coronado Municipal Code Regarding False Alarm Fees; and Amending Title 56, Chapter 56.32 of the Coronado Municipal Code Regarding Zone Designations and Parking Meter Rates. The City Council adopted AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CORONADO AMENDING TITLE 40, CHAPTER 40.40 OF THE CORONADO MUNICIPAL CODE REGARDING DISTURBANCE ABATEMENT FEES; AMENDING TITLE 40, CHAPTER 40.42 OF THE CORONADO MUNICIPAL CODE REGARDING FALSE ALARM FEES; AND AMENDING TITLE 56, CHAPTER 56.32 OF THE CORONADO MUNICIPAL CODE REGARDING ZONE DESIGNATIONS AND PARKING METER RATES. The Ordinance, having been placed on First Reading on February 17, 2015, was read by Title, the reading in its entirety unanimously waived and adopted by Council as Ordinance No. 2049. The City Clerk announced that the vote at the introduction of the ordinance was unanimous.

5e. Acceptance of the Audible Pedestrian Signals and Countdown Timers Project and Direction to the City Clerk to File a Notice of Completion. The City Council accepted the Audible Pedestrian Signals and Countdown Timers Project and directed the City Clerk to file a Notice of Completion.

5f. Approval to Accept Staff and Consulting Services Proposal in the Amount of \$106,506 for Continuation of Storm Water Services Provided by LaRoc Environmental. The City Council accepted the Extension of Staff and Consulting tasks proposal provided by LaRoc Environmental in the amount of \$106,506 to continue storm water development project review services, construction inspection, National Pollution Discharge Elimination System (NPDES) program document and ordinance updates, and general support services through the end of Fiscal Year 2014/15.

5g. Adoption of a Resolution Authorizing the Filing of an Application for SANDAG Active Transportation Grant Program Funding to Develop a Coronado Comprehensive Active Transportation Strategy. The City Council adopted A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO AUTHORIZING THE FILING OF AN APPLICATION FOR ACTIVE

**TRANSPORTATION GRANT PROGRAM FUNDS THROUGH THE SAN DIEGO ASSOCIATION OF GOVERNMENTS FOR A CORONADO COMPREHENSIVE ACTIVE TRANSPORTATION STRATEGY, COMMITTING THE NECESSARY LOCAL MATCH FOR THE PROJECT AND ACCEPTING THE TERMS OF THE GRANT AGREEMENT.** The Resolution was read by title, the reading in its entirety unanimously waived and adopted by City Council as RESOLUTION NO. 8722.

**5h. Accept and Support the City of Coronado's County of San Diego Community Enhancement Grant Applications for 2015.** The City Council adopted A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO AUTHORIZING THE SUBMITTAL OF THE CITY OF CORONADO'S COUNTY OF SAN DIEGO COMMUNITY ENHANCEMENT GRANT APPLICATION FOR 2015. The Resolution was read by title, the reading in its entirety unanimously waived and adopted by City Council as RESOLUTION NO. 8723.

**5i. Accept and Support the City of Coronado's Port of San Diego Tidelands Activation Grant Applications for 2015.** The City Council accepted and supported the City of Coronado's Port of San Diego Tidelands Activation Grant Applications for 2015.

**5j. Approval of Request from San Diego Worldwide Initiative to Safeguard Humanity (WISH) for the City to Serve as Host of the 2015 Peace and Humanity Day on August 7, 2015.** The City Council approved the request.

**5k. Authorization to Renew a Business Operations Permit: Electronic Assistive Mobility Device (EPAMD) to Electro-Glide Inc. Doing Business as Segway of Coronado and Another Side of San Diego Tours, LLC.** The City Council authorized renewal of the Business Operations Permit: EPAMD to Segway of Coronado and Another Side of San Diego Tours, LLC.

**6. ORAL COMMUNICATIONS:**

**a. Norman Funk**, Segway of Coronado, was available in case anyone had questions about their operations.

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

**7a. Update on Council Directed Actions and Citizen Inquiries.** City Manager Blair King announced that Mayor Tanaka and Councilmember Woiwode joined him and several staff members at the San Diego County Engineering Council of the American Society of Civil Engineers for their annual recognition and awards program. The City of Coronado was presented the Outstanding Engineering Project Award for the City of Coronado Pomona Roundabout. There was a very nice write up in the program that Mr. King read from: "The ultimate roundabout design incorporated safety measures by providing access points to adjacent residential properties separate from the intersection by a unique access road adjacent to the roundabout. To further improve safety for both bicyclists and pedestrians the project included raised crosswalks with solar-powered rectangular rapid-flashing beacons, sharrows, and opportunities for cyclists to exit the roadway prior to the roundabout if desired via driveways and bike ramps. Curb pop-outs adjacent to pedestrian crossings provided additional landscaping opportunities and storm water runoff

treatment features while shortening pedestrian crossing distances. Landscaping was designed to shield adjacent properties from headlight glare and vehicular paths of travel were moved further away from residential properties to reduce noise impacts.” He asked that Cliff Maurer, Ed Walton and Jim Newton stand and be recognized as the principal people on the project. He was told that it is a project significant enough that it may be nominated for a couple of State awards.

Mayor Tanaka congratulated Mr. King and his staff on all the work they did to make that roundabout what the community asked for and commended the community members who live near that roundabout. This is a great example of how their input made a difference on the project, their input helped change the project in small but important ways to make it a better project, and to create fewer impacts on the people near it that had some concerns. That award is very well earned by both staff and the residents.

**8. PUBLIC HEARINGS:**

**8a. Public Hearing: Adoption of “A Resolution of the City Council of the City of Coronado Adopting the TransNet Local Street Improvement Program of Projects for Fiscal Years 2016 Through 2020.”** City Manager Blair King introduced the item and Cliff Maurer, Director of Public Services, provided the staff report.

Councilmember Downey is not as familiar as she should be with the latest Capital Improvement schedule. By putting these in for our bid at SANDAG, assuming we get what we are supposed to get for our streets and roads, will we start work on the First Street access road in FY 2015 or does that wait until FY 2016?

Mr. King explained that staff currently has a project budgeted, just as the City has a project budget for the Gateway. We are reemphasizing where we expect the funds to come from. There is a project for First Street that is funded, available and under design. The funds are available and the City is going forward and basically repeating this is the purpose for these as this is a rolling five year cycle. We are currently in design and would like to proceed forward with the project. The project is going to be a more difficult one, too.

**Mayor Tanaka opened the public hearing and seeing no one wishing to speak on the item, the public hearing was closed.**

**MSUC (Woiwode/Sandke) moved that the City Council approve the proposed Program of Projects (POP) to be included in the Regional Transportation Program in order to receive TransNet funding over the next five years and adopt A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO ADOPTING THE TRANSNET LOCAL STREET IMPROVEMENT PROGRAM OF PROJECTS FOR FISCAL YEARS 2016 THROUGH 2020. The Resolution was read by title, the reading in its entirety unanimously waived and adopted by City Council as RESOLUTION NO. 8724.**

**AYES: Bailey, Downey, Sandke, Woiwode, Tanaka**  
**NAYS: None**  
**ABSTAINING: None**  
**ABSENT: 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 Bailey** attended an Armchair Travel event; attended a meeting of the Golf Course Advisory Committee where he listened to a report from Mr. Miller about looking to reduce the amount of turf by about 30% on the golf course; attended the Library Board meeting.

**Councilmember Downey** attended the MTS ceremony with Mr. Ovrom to cut the ribbon on the newest restored trolley to celebrate the Balboa Centennial; attended the South County EDC meeting where she found out that the rules have changed and elected officials really don't serve a whole lot of purpose as they can't vote or make motions and the City might want to think about what it wants to have happen with representation on that body. Ms. Downey thanked Mr. Woiwode for filling in for her at two SANDAG meetings.

**Councilmember Sandke** attended the Metro JPA meeting where the Pure Water program is starting to eat up a lot of staff time; attended, as the alternate, along with Mr. Woiwode, the MTS Board meeting; spoke to the Republican Womens' Club at the Community Center; attended the Traffic Commission's first public hearing of the Third and Fourth Street Study; attended a meeting at SANDAG to help with the solicitations for the Smart Meters; attended the trolley event; attended the first orientation meeting for his service as the City's South Bay representative on the Borders Committee.

**Councilmember Woiwode** attended a SAFE Coalition meeting where Georgia Farrell is the new Interim Executive Director, the Drug Store event happens March 26; on March 9 they are having a speaker, Dr. Andy Dohan, come in for an hour in the morning for parents; attended the trolley ceremony; attended the National Engineers Week banquet and commented on the recognition for the Pomona Roundabout; attended the SANDAG Board meeting; attended the SANDAG Transportation Committee meeting; attended a CCHOA meeting; attended a Naval Complexes meeting; attended a UCSD Elected Officials reception along with Mayor Tanaka; attended the Chamber Sundowner at Il Fornaio; attended the SDMAC Breakfast where Admiral Losey was the speaker.

**Mayor Tanaka** talked about the Fox 5 Morning Show that was in Coronado two weeks ago where he did two interviews; married a couple, George and Kim O'Dowd, at City Hall recently; attended the UCSD Elected Officials event; attended the Softball Opening Day and threw out their first underhand pitch; attended the Mayors and Managers meeting for the South Bay mayors and managers along with Mr. King; attended the Naval Complexes meeting; had a chance to attend the National Engineering Week banquet and further complimented staff for its efforts on the Pomona Roundabout project; briefed the Chamber Board.

**11b. Consideration of Appointment to Fill One Vacancy on the Transportation Commission.** Under Consent, the City Council appointed Haskell Harold Aronson to fill the remainder of a term on the Transportation Commission to expire February 28, 2018.

**11c. Authorize the Free Summer Shuttle Service Starting on June 7, 2015 and Ending September 13, 2015 and Appropriate Additional Funds, if Needed, for the Service Option Selected.** City Manager Blair King introduced the item and Mariah VanZerr, Active Transportation Planner, Engineering, provided the staff report.

Councilmember Downey commented on Mr. King's use of the word Day Pass which is what people like to call it but she is questioning if what is going to work for the Loews is the same thing he just described that the City would have to do for the Cays residents. She has a Compass Card and knows how those work. Will people have one of those that will be preloaded with a day's worth? She is trying to figure out the mechanisms of what we are handing these tourists.

Ms. VanZerr explained that for the day pass it is a pass that MTS provides that is good for one day. It is unlimited rides during that one day period. When you use it the first time, it is marked so they know that it will expire at the end of that day. You can also have an option to mark it for a certain day. If we wanted to say that a pass was only good on July 4, she understands from MTS that the City could do that.

Mayor Tanaka asked if that is different than the Compass Card she was describing.

Ms. VanZerr stated that it is. They have the Compass Card that you can purchase and then load whatever pass you want as an individual. This is a separate day pass option that they sell.

Mayor Tanaka asked if the day pass is more expensive.

Ms. VanZerr responded that the standard rate for a day pass is \$5.00. If you buy in bulk, they reduce it to \$4.50 but then with the printing, because we would need to print a whole batch, it is a \$1 extra which takes it to \$5.50. That would compare to a one-way trip up at \$2.25 and a one-way trip back at \$2.25. If we were just paying for a ticket up and back that would be \$4.50 so it is a little bit more expensive. But MTS doesn't sell books of single use tickets.

Councilmember Bailey asked if there is any data showing how much this free summer shuttle has helped reduce traffic and parking congestion.

Ms. VanZerr responded that the City does not have specific numbers to show exactly – we would need to know exactly for every passenger that got on the bus whether or not they would have made that trip by car so we don't have those specifics but it is somewhat safe to assume that a certain percentage would have but a certain percentage also probably would have either not made the trip or walked or biked.

Councilmember Sandke asked what distribution program is anticipated for these. Would we provide them to the CCHOA and residents would get them there? Would residents come to City Hall? Is there a way they can get one sent to them online?

Ms. VanZerr explained that last year the vouchers were provided to the CCHOA and then interested residents would pick up the vouchers from that location. We haven't necessarily worked out, especially with this new option, how we would do that yet. We could do something similar. We could ask residents to come pick them up from City Hall.

Mr. King added that the initial contact staff has had has been with the General Manager of the CCHOA. Last year this was done for the 4<sup>th</sup> of July and started off two days before the 4<sup>th</sup>. We encouraged people to go to the HOA office. They got the vouchers in there. The difference was that the City was only billed for those that were actually used. We saw the numbers. It was interesting. More people when north than came south. Staff worked out with the GM that they would be willing to do that again. The little bit of a twist here, and we would still probably encourage that, is that we are looking at a program now that is a reservation made/reservation paid. Last year, people just went and got the vouchers for the novelty of doing that and didn't necessarily redeem them. In this particular case, we would tell people that if you secure a voucher to please use it because not doing so would deny their neighbor. We would probably also put a cap on initially. We have the one issue of fraud. We can limit it to a day but then if we buy a set of vouchers we might assume that the attendance at the summer concerts would be less at the beginning or more people would want to go hear a particular concert or performer. We'd like more flexibility than just limiting it to that day but on the other hand, if it is a day pass, it could be used by someone else for the purposes that we don't intend and on another day. He thinks we will probably have to address that as a public media campaign to tell people we are providing this. The summer concert, from staff's point of view, is a community amenity. It is community building. We build the community up with that and there are parking issues Sunday afternoon. We want to provide the link for the Cays to participate in the broader Coronado community without the impacts on parking. In terms of the question, he would say that perhaps 40 to 50% of the rides is a car off of the road on a daily basis. We still would probably go through the HOA. We would want to address the issue of someone misusing this. We probably would not want to limit it per day and the only question is that recently, just a couple of hours ago, we were told that the 4<sup>th</sup> of July could still be considered a trial program but the Sundays would not although we did do the 4<sup>th</sup> of July last year and have never done the Sundays. We aren't entirely sure what the thinking is behind that. If the Council saw fit to go forward, we would have that assurance of having the Council backing and then would try to get some clarification and we might want to work and communicate through our MTS rep to find out if there is another way to address this.

Mr. Sandke noticed in the documentation that we are paying \$3,000 for advertising and promotion to MTS. He is glad we receive back revenue from sales of advertising inside the shuttle. Is he reading that correctly and what kind of advertising promotion are we getting from that \$3,000?

Ms. VanZerr explained that the \$3,000 is not a payment that we are making to MTS. It is a cost internally for printing up the little maps, putting up promotional materials and signs, and that is an estimate of what it would cost for 2015.

Mr. Sandke clarified that the \$10,000 is a payment to MTS for lost revenue.

Ms. Downey referred to Mr. King's comment that staff is not recommending that the City actually print them out with a date on them, which we could do for the concerts as we know the dates and then there wouldn't be fraud, but she understands why because once we have done that we have paid for them. Now we are going to have a program that maybe will give us flexibility. She is

wondering, whatever we are using, whatever piece of paper we are calling it, can we get a record this summer of what days they were used on so that helps us better track if there was fraud or not. If they were all used on Sunday we are good. If they aren't being used on Sunday that would tell us if we are getting fraud. Since we are still talking to MTS and still trying to figure out how to do this, that would be nice to have. That was the only reason she brought up the Compass Card. Those can be tracked. MTS has to track them. Would the drivers collect them all and turn them in at the end of the day?

Mr. King feels that staff can ask for the information. One of the working assumptions is that last year for the 4<sup>th</sup> of July it did require some bookkeeping and handling on MTS's part. MTS would like to reduce the amount of responsibility that the bus drivers have. We assume that is what the interest is. For the most part, MTS has really been willing to work with us to make this program work. From our standpoint, this is a money maker for MTS. Coronado is paying their full fare. They aren't losing any money on the 904 and they would be making money on the 901.

Councilmember Woiwode is still wondering about the foregone revenue by MTS that is a flat rate that we pay because they don't get advertising revenue. Is that right? Is that rider revenue?

Ms. VanZerr explained that it is the fares that they would have received had they run the regular 904 fare service at their regular schedule.

Mr. Woiwode asked who gets the revenue from the advertising in the bus.

Ms. VanZerr responded that is something that the City is able to sell.

Mr. Woiwode doesn't see that shown as an offset of any kind. How much does that amount to?

Ms. VanZerr explained that it would offset the \$3,000. The \$3,000 is essentially a wash. It is not shown as a zero because these are estimated revenues at this point. That would be the expected forecast.

Mr. Woiwode asked what it was last year.

Ms. VanZerr responded that it was about \$5,000.

Mr. Woiwode has heard anecdotally that it was underpriced so there is potential...

Ms. VanZerr commented that there would be potential to increase the price of the ads and if we add a third bus we have even more ads to sell.

### **The Mayor invited public comment.**

Helen Kupka lives in the Cays and thanked the City for the passes they received last year. They came at the 11<sup>th</sup> hour and she received a lot of feedback from a lot of neighbors that loved having them. That being said, they only had two days to tell people that they were available so if the user quantities seem low, if we do a better job of promoting, it could have a higher use. She is dismayed to hear that there is trouble with MTS because she was overjoyed when Mr. Woiwode and Mr. King came to the Board meeting and reported that this might happen for Sundays. If there is

anything they can do to make sure that there isn't fraud, if a Sunday pass is possible, it would be wonderful. She thanked the Council for even considering it.

Kathy Brown loved the idea when she first heard about this. She has heard people from the Cays say that the concerts were always something where they didn't like the aspect of driving and trying to enjoy the full extent of the concerts. Presenting this opportunity for them and really connecting the residents of the Cays to the concert series is great and she hopes the Council will vote for it.

Mayor Tanaka began by saying that he thinks that this free summer shuttle has been a terrific program and a terrific success. He thinks that, with the numbers in front of us, the ridership is so high he doesn't know why we wouldn't support it and why we wouldn't do everything we can to keep cultivating the success that we have enjoyed the last two years. We have incrementally grown this program. The City took the risk the first year to do it at all and to fund it. Last year, we increased the amount of funding to try to make it happen a little bit more often to improve the overall operation. Again, as our ridership numbers have gone up that shows to him that the investment the City has put in has been a smart one and that it has been rewarded. His preference is to give every 15 minutes a try. He would like to see, if the City invests the full amount, whether the City gets the full bang for its buck or not. He is very willing to take the risk on that because he wants to see, if the City makes it as easy as it can, every 15 minutes, for free, that should result in an ideal number of riders. If it goes up again this year, then we know that the investment is a good one if a lot of people are taking this service. If our numbers plateau and if we make it twice as frequent and the numbers are about the same, then we know to go back to that last amount that will get roughly the same bang for the buck. He is certainly willing to put a little more muscle into this and to make it every 15 minutes to see how well that works in terms of ridership. That is something he can move forward with today. If the Council wants to take a more prudent approach and go with every 20 minutes or every 30, if there is a majority that wants that he certainly can support that as well. His preference is for every 15 minutes.

He also wants to make it clear that he very much wants to make sure that we do something that includes the Cays. If there is one thing that he has been chagrined about, it is that the City hasn't been able to make that work and that it is not very easy to explain to the Cays that it just didn't pencil out. Whatever way we need to do it in terms of day passes and so on, he wants to do it. It is very clear to him, listening to today's staff report that we don't know what that way is yet. He is not interested in muddling our way through it. The feedback we are getting from MTS appears to be changing with some frequency. Rather than us trying to guess what the right answer is, he would like to see the Council approve moving forward with something that includes the Cays for July 4<sup>th</sup> and for Concerts in the Park on Sundays but he thinks there is enough time for staff to come back and give a final rundown of what the options are. He liked what he heard about last year and the 4<sup>th</sup> of July. It was easier to track if it was being used and how. He pointed out that in the end if we have to give out day passes if people are using them, that is great. If they didn't quite use it on Sunday but they used it on Tuesday, we are not scrutinizing how people are using the free part of the shuttle so that is not a hang up for him. The one hang up would be the one that Mr. King mentioned that if someone, out of greed, grabs five passes and then they sit on their table the whole summer that is a failure. If we pay \$5 for however many passes and then they just get thrown in the trash but they were taken that would be something he would not try to encourage. We need to give the Cays a chance on this, particularly because this route doesn't run all the way up to them. He thinks that what staff has given us is a great way to do our best to incorporate them in the short term and if we can come up with ways that are maybe a little stronger, a little more

frequent, then all the better. He thinks the direction today should be to move forward with either the 20 or 15 minute interval and to direct staff to come back with final options for including the Cays in such a program.

Councilmember Downey would be happy to support Option 3. She didn't think we'd go there. She wanted to add a couple of things. She doesn't mind that someone uses our pass on a Tuesday if we pay for it on a Sunday. All she wants is the data. During the election she heard that the people from the Cays were thrilled with the 4<sup>th</sup> of July passes and they were the first ones that brought up doing the Concerts in the Park to her and she went back and talked to the Concert committee and they had received similar requests. Her goal would be to get enough data to be able to justify the shuttle going to the Cays someday, not just to get the free passes. She wants to help the City track how they are being used so we can get more bang for our buck. She would be supportive of a motion that starts with Option 3 and would direct staff to determine from MTS the method for the City to get residents of the Cays the ability to use the bus on the 4<sup>th</sup> of July, all day, for free, and then on the Sundays for Concerts in the Park all day for free during the summer months staff recommended. She would like to make it uniform so that Cays people get the same things the Village does. Whatever the timeframe is for the summer shuttle that should be the timeframe for the free passes.

Mayor Tanaka is okay with that. He just wants to make sure that however we come up with this program for this year that maximum inclusion of the Cays is achieved within the budgetary parameters that the Council set. Staff has made good progress on what the dollar amount will be and what the paradigm will be but until he finds out for sure that it costs a certain amount per ticket and they can use it any time or they can't, it will be tracked or it won't be tracked – he just wants to find out those things before he casts a final vote on that element. He thinks we can certainly authorize staff to move forward with that planning and bring the Council back what the final product will look like for the Cays portion.

Councilmember Bailey commented that when we first started this pilot program, we wanted to see increased ridership, reduced traffic and parking congestion, and provide an overall better experience but he remembers, when approving this, the primary reason was to simply reduce parking and traffic congestion. That was the primary reason. He is a bit disappointed that we don't have really any data to support that we have accomplished that. He keeps hearing people say it has been a success because of the increased ridership. If the City started subsidizing free ice cream, something tells him that we would have greater ice cream consumption at Moo Time. He is not saying this isn't a worthwhile cause. He really thinks it is. He just wants to see better data to support it. No matter what direction the City Council takes and he would be in favor of continuing this program for another year, he wants one of the questions asked in the survey to be how else a rider would have made this trip. The data from the previous two years shows that over 70% of the people using the shuttle already have their car here in Coronado. They either came over in their vehicle or they lived here in Coronado. So, did we really reduce traffic and parking congestion for those occupants? He doesn't know that you can make that case. For the others maybe you could. He is certainly a big proponent of extending this down to the Cays because it goes right to the heart of why we originally approved this program. It was to reduce traffic and parking congestion. Presumably, the vast majority of people coming up from the Cays, if they want to enjoy their day in the Village or 4<sup>th</sup> of July or Concerts in the Park, are going to be driving. His personal preference would be for Option 2 and bring back that data to see if we are actually reducing traffic and parking congestion using the survey. He is also a bit concerned at the costs.

When we first started this, it was in the neighborhood of \$50 to \$60,000 and now Option 3 puts us closer to \$140,000. Considering that the majority of the people using this service are non-residents and the residents are largely subsidizing it that does concern him a little bit. That number is starting to jump out at him a little bit. He does think it can be a valuable service and he really does want to see it extended down to the Cays. His preference would be for Option 2 and coming back with that question answered in the future.

Mayor Tanaka commented that Mr. Bailey mentioned the idea of making sure that there is at least one question in the survey that clearly asks how a rider would have taken their trip today. He mentioned the lack of data. Is there anything specific, other than adding that question, that he wants surveyed? Does he want traffic counts? Does he want counts of cars? Mr. Bailey is right that there is a lack of data but the Council didn't tell staff to do anything else.

Mr. Bailey agreed. That is the biggest question. If we are trying to determine whether or not that is a success and if one of the measurements of success is if we have actually reduced parking and traffic congestion, we should be asking that question.

Mayor Tanaka is satisfied with the data in front of him in terms of ridership. It is not like ice cream. He is not tempted to just ride around on the shuttle. He is tempted to take free ice cream. His point is that if anyone takes the time to hop on the shuttle, he doesn't question their motive and he is glad they are doing it. The likelihood that we took someone walking off the street is not strong. The only downside he heard was that it was too crowded. If we cut the shuttle, obviously those people wouldn't be on it but chances are there are a bunch of cars that would be put back on the street. Even if someone drove to Coronado, found somewhere to park and then were able to use the shuttle to move around that is beneficial.

Mr. Bailey responded that is the question he wants answered. Would they otherwise have simply walked? If the vast majority come back and say that they just would have walked or taken their bikes, then maybe that is an expensive tens of thousands of dollars that the City doesn't need to incur anymore.

Mayor Tanaka thinks that survey question is somewhat adequate to address the lack of data that Mr. Bailey is talking about.

Mr. Bailey really does appreciate the data that has been brought back so far but that is just a piece of data that the Council did not ask in the past that he would like to see in the future.

Councilmember Sandke commented that this project represents what he thinks is the Holy Grail for our town. It gets people out of their cars, into a public mode of transportation and moves them around town. We could do some studies but he is pretty certain that if there are 50 people on a shuttle and it comes into downtown, those 50 people would have come into the downtown some other way and he is pretty certain that a car or two or three or four or five didn't come to downtown because of that. He is comfortable with the success of the project. He thinks the ridership numbers are a little bit more even in terms of residents and tourists in terms of usage and we could ask staff for a little bit clearer idea of what those percentages are. He thinks there are a lot of residents that are getting a lot of use out of this program. He is comfortable moving ahead with Option 2, the staff recommendation, for many of the reasons that Mr. Bailey brings up in terms of costs and the incremental usage of the shuttle to people versus 20 minutes versus 15 minutes – 20 minutes is a

practical number. It is something people can work with and he thinks it is a very convenient service at that level. We would save some money on that as well, money that might be spent on finding an appropriate way to work with MTS to serve our residents in the Cays who are woefully underserved by the current shuttle. The practicalities of hauling people up and back as part of that 20 minute route make the using of the 904 impossible. MTS has a perfectly working vehicle that comes and goes from the Cays and finding the appropriate way to utilize that service in a financially sound as well as properly used manner, as Mayor Tanaka brought up, is a prudent way to move forward. He would certainly support a motion that included some type of service recommendations for the Sunday Concerts in the Park and also for the 4<sup>th</sup> of July in terms of servicing the Cays and he would move forward with Mr. Bailey's recommendation for the 20-minute option.

Councilmember Woiwode also likes Option 2. Going from 30 minutes to 20 minutes costs \$36,000 more. Going from 20 minutes to 15 minutes costs \$36,000 more. He thinks we will learn a lot by going to 20 minutes. We will learn as much and will find out if we need to go even further or not. He is more comfortable with doing Option 2 than going to the 15 minute increment at this point.

**MSUC (Woiwode/Sandke) moved that the City Council direct staff to go forward with funding the free summer shuttle, Option 2, 20-minute increment.**

Mayor Tanaka commented that the number one reason not to use the shuttle is that it isn't there when you want to use it and people are pretty finicky if they are trying to get to a certain place by a certain time and public transportation in general suffers from whether it is convenient enough that a person accomplishes their objective, whatever that travel objective is. The reason he likes 15 minutes is that is the worst case scenario for someone waiting. The chances of the shuttle just leaving as you arrive there and you have to wait the full 15 minutes aren't very good. The chances are it is going to be more like a seven to ten minute wait and, therefore, that is maximum convenience. He can happily support the 20 minute alternative because there isn't that much difference but his goal in funding this is to find out what the maximum amount of public good is that the City can do with this program. If we run it as much as we can afford, and maybe cost is the problem, the extra \$36,000 is a worthwhile investment to him because whatever numbers we get for that year, if we use 15 minutes, there is no more guessing. We will know, at its best, what this program can do within those parameters. He agrees with Mr. Bailey that he does not like that the cost has floated up but he remembers in different years when we talked about what SAFE was going to do with their funding on a yearly basis. Theirs kept going up because the City was still trying to figure out what it wanted that program to be in terms of a service to the City. He is willing to stomach the higher cost because he really wants to see how many people will use this if it is provided at the optimum rate. The wait will not be a factor if it is done with the 15 minute frequency.

Ms. Downey added that one of the reasons she was willing to support Option 3 is because one of the problems we have, and Mr. Woiwode brought it up, is that the timing to keep this being as frequent as it is becomes thrown off if we try to bring the Cays into the loop. We have to think of it as two programs that work together. If you get the bus in the Cays, are dropped off, having only 15 minutes between when you can pick up the free shuttle on the 904 actually makes it more likely that someone in the Cays would be willing. We are very lucky. For us to get to the Cays and Moo

Time with a 20-minute ride and two buses might get people to do it. The shorter amount of time, the more likely someone who has to change buses might be encouraged to get with the program. She wants to get as many people hooked on it so we can get more people regularly using it and she thinks the shorter one would be a way to go.

Mr. Bailey offered a comment on the data from the last couple of surveys. That \$3,000 in advertising – about 5% actually learned about the free summer shuttle from that advertising. Perhaps that \$3,000 could be dispersed differently to see if we have better results with it.

Mr. King doesn't want to oversell the word advertising. That is probably a little bit too grandiose. The City prepares, at the bus stops, a foam core printed board that says "Free Summer Shuttle." We cover the 904 schedule with that. That is really the cost. We do pass out some brochures and whether those are really needed or not is up for debate. A lot of the information comes from the concierge at the hotels. What really sells the summer shuttle, in his opinion, is the wrap. The signs at the bus stops are kind of a necessity.

Mr. Woiwode took the shuttle last year pretty regularly. Increased frequency of service is a good thing but, for him, if he walked up to the thing and was in the middle of either that 15 minute or 20 minute time window, it wouldn't make that much difference.

Ms. Downey was amazed last summer at the Concerts in the Park, because she has to drive to them, that there was more parking so she has to assume that is because some cars who normally would have been there weren't there. At this point, we are putting together the brochure for the Concerts in the Park. The free shuttle information will be in there. The sooner the City can tell us how the summer shuttle for the Cays is going to work, the better because they go to print soon.

Mayor Tanaka anticipates that this will be settled by the next meeting or the meeting after.

<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>

**MSUC (Tanaka/Bailey) moved that the City Council direct staff to move forward on planning for service to the Cays that would include bus service for July 4, 2015 and Sundays throughout the same period for Concerts in the Park.**

<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>

**11d. Appointment of an Interim Advisory Board to Assist with the Development of the Management Plan and Resolution of Intent for the Formation of a New Tourism Improvement District. Under Consent, the City Council appointed an *Interim* Advisory Board composed of the same representatives of the four assessed hotels and five at-large**

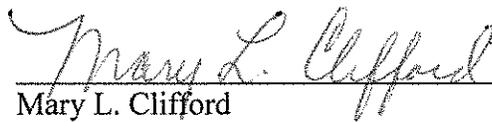
**members currently appointed to serve as the Advisory Board for the existing Coronado TID and made a finding that Coronado Municipal Code Section 2.30.020 does not apply with regard to representatives from the four assessed hotels who serve on the *Interim* Advisory Board.**

12. **CITY ATTORNEY:** No report.
13. **COMMUNICATIONS - WRITTEN:** None.
14. **ADJOURNMENT:** The Mayor adjourned the meeting at 5:22 p.m.

Approved: March 17, 2015

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

Attest:

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