

**MONTEREY PENINSULA REGIONAL PARK DISTRICT  
BOARD OF DIRECTORS MEETING**

**DATE:** August 8, 2018  
**TO:** Board of Directors  
**FROM:** Kelly McCullough, Finance Manager  
**REVIEWED BY:** Rafael Payan, General Manager  
**SUBJECT:** Approval of Contract with Quality Traffic Data for Parking Use Survey

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**RECOMMENDED ACTION**

Staff recommends the Board approve a contract with Quality Traffic Data (**ATTACHMENT 1**) in substantially the form submitted for a survey of vehicles entering and exiting the Rancho Canada Unit of Palo Corona Regional Park.

**FISCAL IMPACT:**

Up to \$51,840 for a 3-day per week count for 6-months

**FUNDING SOURCE:**

6966 – Palo Corona Improvements

**FUNDING BALANCE:**

\$800,000

**DISCUSSION**

The District acquired the Rancho Canada Unit of Palo Corona Regional Park, formerly the Rancho Canada Golf Club, on April 9, 2018. Work began immediately to ready the park for user access. The District administrative offices moved into the former clubhouse on May 10, 2018, making this location its headquarters. On July 28, 2018, just a little over 3 months after acquiring the property it was opened for public access.

The headquarters building is also utilized by a lessee, who operates special events such as weddings and community meetings. During the GDP public planning meetings, the public made it very clear that they desired to see this location continue to be used for such public and private events. The District has a contractual obligation to share parking with the lessee.

The District has consulted with its lessee, to determine anticipated peak mid-week event use. The District will begin analyzing the site for adequate parking availability, parking flow, and ADA accessibility. In order to determine adequate parking, a vehicular count is required to determine how many vehicles enter and exit the site during specific times compared to how many parking spaces are available.

A cost estimate has been obtained from Quality Traffic Data. The District consulted with the Transportation Agency of Monterey County (TAMC), who regularly performs vehicular counts, to determine whom they use for this service. TAMC completed a competitive

bidding process and selected Quality Traffic Data. We have been able to receive the same competitive pricing from Quality Traffic Data that TAMC obtained through their competitive bidding process. Beginning a lengthy bidding process of our own will likely not net better pricing than TAMC has received due to the volume of counts they do. In addition, other agencies, like the City of Monterey are also piggy-backing on this competitive bidding process. They are billed thru TAMC who manages the contract. The District would contract directly with Quality Traffic Data, LLC.

Quality Traffic Data has proposed the following options: \$51,840 for a 3-day per week count for 6-months; \$25,920 for a 3-day per week bi-monthly; \$12,960 for a 3-day per week one time a month

Staff is now respectfully requesting the Board consider entering into a contract with Quality Traffic Data to begin a vehicle count sooner rather than later and authorize the General Manager to determine the appropriate frequency. Staff would like to begin capturing data prior to the September 28 grand opening. This will help staff determine trends in parking needs.

**ATTACHMENT:**

1. [Draft Quality Traffic Data Contract](#)