



Press Release—April 4, 2023

***Carmel-by-the-Sea Launches the
Parking and Congested Traffic (PACT) Program***

Carmel visitors often face a problem common to many visitor destinations—finding a parking space. As drivers search for a space, they add to traffic congestion. With its accompanying noise, pollution, and danger to pedestrians, traffic congestion is at odds with the desire to have a peaceful, relaxing and enjoyable business district. Reducing traffic congestion is the PACT program’s highest priority.

Over the years, the problem has been studied, examined, explored, and prioritized. A major program component being considered is paid parking. The City is now beginning its public engagement phase which will include four public meetings, two business community meetings and a booth at the Farmers’ Market. Two future phases include a refinement phase to allow for adjustments based on public input and an action phase for City Council to review the issues and make decisions.

	Engagement	Refinement	Action
	SPRING	SUMMER	FALL
Activities	Web Portal to "Go Live"	Consolidation of Engagement Data	Public Presentation on Engagement Data
	Press Release on Engagement	Debriefing with City Leaders	Slide Deck for Proposed Plan (w/options)
	Community Mailout/Invite/Brochure	Update Maps to Include Refinements	Review of implementation Timeline
	Business Presentation/Meeting	Formulation of Plan (options as needed)	1st Reading City Code (Planned: Sep 12)
	Farmer's Market Booth (X2)	RFP Development (w/options)	2nd Reading City Code (Planned: Oct 3)
	Community Meeting (X4)	Assist Legal with Code Language	Purchase Equipment/Service
	Restaurants/Innkeepers Meeting	Draft Implementation Plan/Timeline	Authorize Added Staff
	Friday Letter Updates	Evaluate RFP Responses	Public Works Funds (striping/signs/etc.)
	Periodic "Reports" to Pine Cone	Prepare Staff Report for Council	Install Infrastructure/Signs (Oct-Dec, 2023)
	Responses to Web Input/Questions	Prepare PPT for Council	Program Start Date 1/1/2024

All phases of the PACT program through 2023

Details, such as a program overview, FAQs, resources and calendar of upcoming events can be located on the PACT Program web portal at: <https://ci.carmel.ca.us/pact-program>.

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