



SALINAS UNITED BUSINESS ASSOCIATION

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November 17, 2017

James Serrano
City of Salinas Transportation Manager
Public Works Department
200 Lincoln Ave.
Salinas, CA 93901

RE: E. Alisal Parking

Dear Mr. Serrano,

Attached you will find the survey results we had regarding the parking survey. SUBA would like for there to be a uniformity of parking. Overall, our results as well as our informal talks with business owners throughout E. Alisal Street have all indicated a need for limiting parking on E. Alisal Street along with a need for more parking. We hope that the results help move this forward.

In our SUBA Business Improvement Area of the 800 Block of East Alisal Street we surveyed 81% or 13 of the 16 businesses that exist on the odd side of the street. The odd side of the street of the 800 block of East Alisal Street is where street parking is an issue and is the only block on East Alisal within our District that does not have time limits on parking.

SUBA surveyed on the week of July 17 through July 26 and found that of the 13 businesses surveyed on the odd side of the 800 block of East Alisal Street we found that 100% of the businesses believe that parking is an issue on East Alisal Street. On average, each business that answered informed us through the survey that it took on an approximate average of 12 minutes to find parking. Additionally, all 13 businesses or 100% believe that they have been late to open up or be at work due to parking issues and believe they lose business due to insufficient parking in general.

All 13 businesses or 100% responded that there is a need for the City of Salinas to try and assist in building parking lots and/or parking garages to help solve this issue.

Lastly, the preference according to the survey of the 13 businesses measured showed that 62% felt that 1 Hour time limit was the preference, 31% businesses felt that a longer time period was needed such as 90 or 120 minutes. Finally, 7% of the businesses felt no time limit was needed for time limits for street parking on the 800 block of East Alisal Street.

In speaking to some of the business owners and employees, it seems that in general if we did a uniform parking of 2 hours or of 90 minutes that this would be amenable to the majority of businesses. There is some

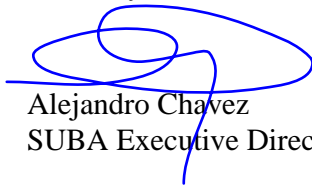
back and forth on this but, it seems that this would help solve most of the issues for this block and perhaps East Alisal Street in general.

In conclusion, the businesses in general would like to see the time limit enforced within our Business Improvement Area. The need for street cleaning and a number of other issues were brought up during the survey we will continue to talk to businesses and get more input for the Alisal Vibrancy Plan along with other projects that Public Works and Community Development Departments from the City of Salinas are working on such as the new Police Headquarters.

Survey Results:

- **81% East Alisal Odd Street Businesses Surveyed**
- **100% believe parking is an issue on East Alisal Street**
- **100% believe they are late and/or lose business due to parking issues**
- **12 minutes is the average it takes to find parking according to survey**
- **100% believe that the City of Salinas needs to assist in building parking lots or garages**
- **62% felt 1 hour parking preference for street parking on 800 block of East Alisal**
- **31% felt 90 to 120 minutes parking preference for street parking on 800 block of East Alisal**

Sincerely,



Alejandro Chavez
SUBA Executive Director