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Council awards \$5,500 PR contract for village parking

A \$5,500 advertising and public relations contract with Patricia Darrough of Plus Four Advertising was approved last Thursday evening by the Capitola City Council.

Darrough will be designing the material that will be used by the city this summer to inaugu-

rate its pay parking system in Capitola Village.

Parking banks — electronic ticket vendors that will dispense parking tickets to Village parkers — will be delivered and installed in the Village in approximately six weeks, City

Manager Steve Burrell said.

The parking banks are the cornerstones of the city's Village Parking District program, and will supply most of the revenue needed to buy the Pacific Cove Mobile Home Park and eventually develop a portion of the park into village parking lot.

The city plans on spending \$864,400 for beach- and village-parking related activities in the 1984-85 fiscal year.

Of that, \$90,000 will be used to purchase the parking banks that will be installed in the village.

City Manager Steve Burrell is asking the council to approve \$250,000 for a down payment for the purchase of the Pacific Cove Mobile Home Park, \$221,400 for debt service on the Pacific Cove mortgage, \$70,000 to operate the parking program, and \$25,000 for parking enforcement in the village. Another \$180,000 will be set aside for development of a shuttlebus parking lot once the city completes the purchase of a 4.65 acre parcel on McGregor Drive near the entrance to New Brighton Beach State Park.

To pay for all this next fiscal year, Bur-

rell is proposing that \$340,000 be borrowed from the city's general fund, \$11,400 be taken from the village parking in-lieu fund.

He anticipates receiving \$200,000 next fiscal year in revenues from the parking banks, \$50,000 from a village property assessment, \$30,000 in parking ticket fines, \$167,000 from a federal park-and-ride grant made to the city and the Santa Cruz Metropolitan Transit District that will pay for most of shuttlebus parking lot development work.

Burrell is also forecasting \$120,000 in rent from residents of the Pacific Cove park once the city takes over the operation of the park.

Once the parking banks are installed, Village visitors will be faced with paying 50 cents an hour to park in the village business areas and along the waterfront or park outside the village and ride a free shuttle bus into the village.

Village residents will be issued passes, making them exempt from the pay-to-park requirements.

Burrell said Darrough will be designing a unified information campaign, that will include signing, pavement markings and informational brochures that will be handed out to village parkers.