

Marin County MOU meeting Agenda

AGENDA:

6:00-6:15 - Meet and Greet/ Tables

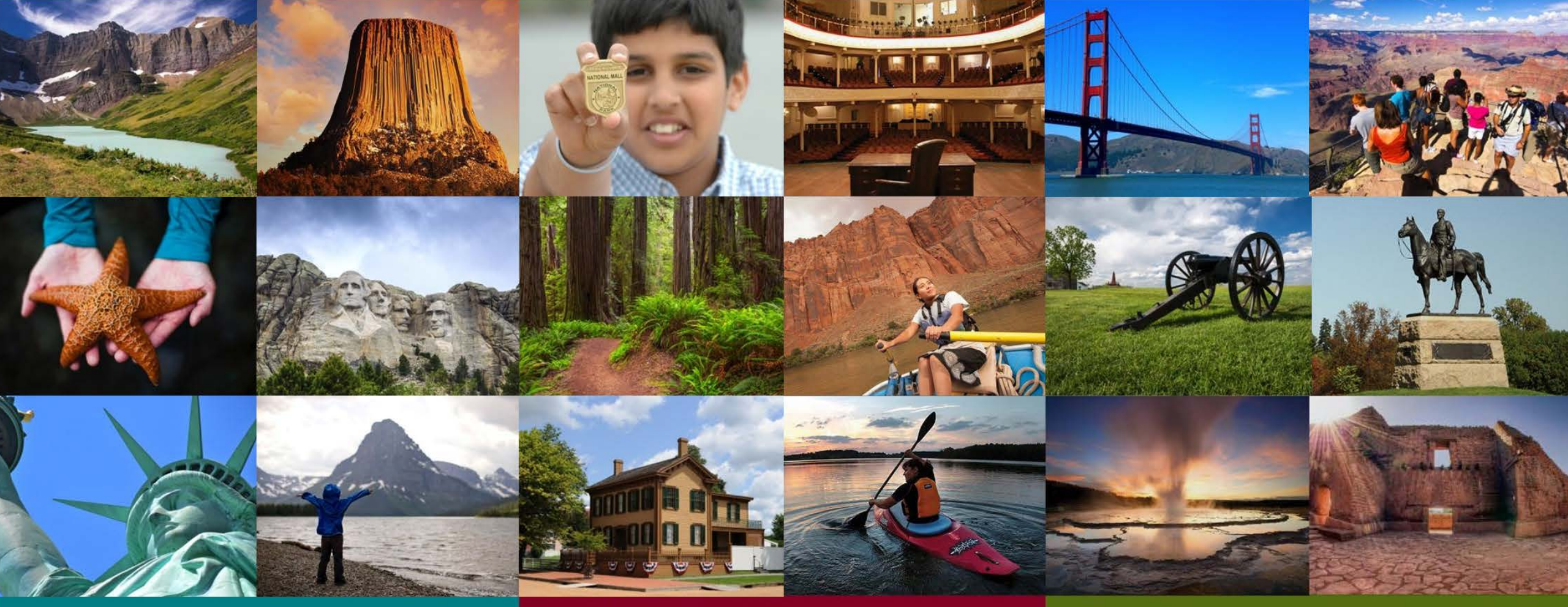
6:15-6:20pm - Opening Remarks

- *General Superintendent Laura Joss*

6:20-7:00pm - Year in Review

7:00-7:15m Question and Answer Period

7:15pm- Open Tables for individual questions



Golden Gate National Recreation Area
Marin County MOU update
Laura Joss, General Superintendent



By the numbers . . .



- 80,624 acres (of which 20,000 are managed by NPS)
- Spans 60 miles and three counties
- 16.8 million annual visitors
- Approximately 300 employees
- 1,287 plant and animal species
- 1,200 historic structures
- More than 35 distinct park sites, one of the largest, most popular urban national parks in the U.S.

South- San Francisco



Alcatraz Visitor Initiatives

Alcatraz Embarkation Site



San Mateo County lands - a connection for other open space and resource protection



Our Places

North – Marin
County



Muir Woods –improvements to manage a popular destination.....





**ONE
TAM**



Redwood Creek Watershed Projects

2018-2023



Redwood Renewal Projects 2018-2023

- ❖ Muir Woods Water/Wastewater Rehabilitation Project
- ❖ Muir Woods Salmon Habitat Enhancement and Bridge Replacement Project
- ❖ Muir Woods Sustainable Access Project
- ❖ Road and Bridge Improvement Project (County)





Muir Woods MOU Update

County of Marin & National Park Service

December 3, 2018

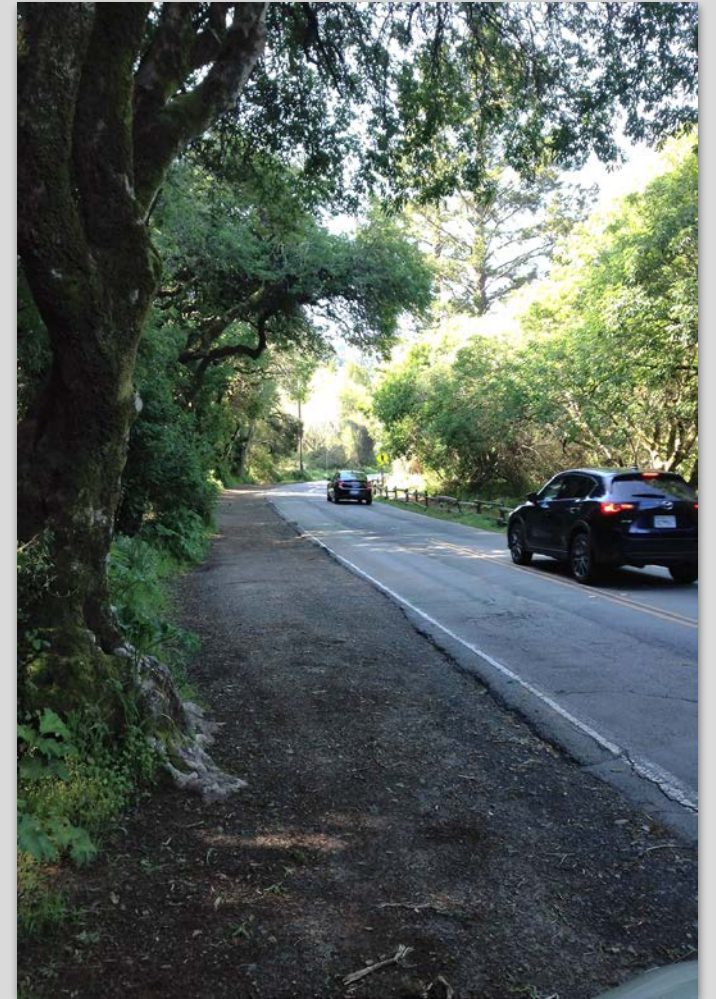


Memorandum of Understanding (MOU) History

- ❖ 2014 Ad Hoc Committee with Congressman Huffman
- ❖ Early 2015 Principles of Agreement, lead to MOU
- ❖ June 2015 Two BOS Meetings & MOU Approval
- ❖ Summer/Fall 2015 NPS Environmental Review, County adopts parking restriction and raises parking fines
- ❖ Early 2016 NPS completes interim road improvements
- ❖ 2017 Concession development and selection process, contract signed
- ❖ Jan. 2018 Start of reservation system
- ❖ May 2018 Commercial carrier reservation system

MOU Summary

- ❖ NPS creates reservation system for visitors arriving by motor vehicle
- ❖ NPS manages the reservation system to reduce peak visitation and associated traffic
- ❖ Parking Management Corridor is created by County for NPS parking permits
- ❖ Phased road parking reductions to only 30 spaces within 7 years
- ❖ Parking enforcement and controls are enhanced for all of Muir Woods Road, Sheriff retains authority, NPS adds staff
- ❖ Continue collaboration to improve Redwood Creek water quality and environmental conditions
- ❖ Improve public transit and public messaging



Reservation System Milestones

December 2017

- ❖ On-site parking management

January 2018

- ❖ Privately owned vehicle (POV) and shuttle reservation system
- ❖ Expanded shuttle service (weekends and holidays year-round)

May 2018

- ❖ Commercial carrier reservation system managed through Recreation.gov
- ❖ Pre-purchased entrance fee collection

Private Vehicle & Shuttle Reservation System

- ❖ Managed by Ace Parking under a Concession Contract
- ❖ Parking and shuttle reservations required 365 days/year
- ❖ Expanded shuttle service operated by Marin Transit
- ❖ Reservations made online (GoMuirWoods.com) or by phone
- ❖ Visitors reserve an arrival window; no time limit on length of stay
- ❖ Parking reservations \$8/vehicle; shuttle reservations \$3/adult
- ❖ Reservations scanned and parking managed on site
- ❖ Extensive outreach, visitor feedback, constant learning and adaptation

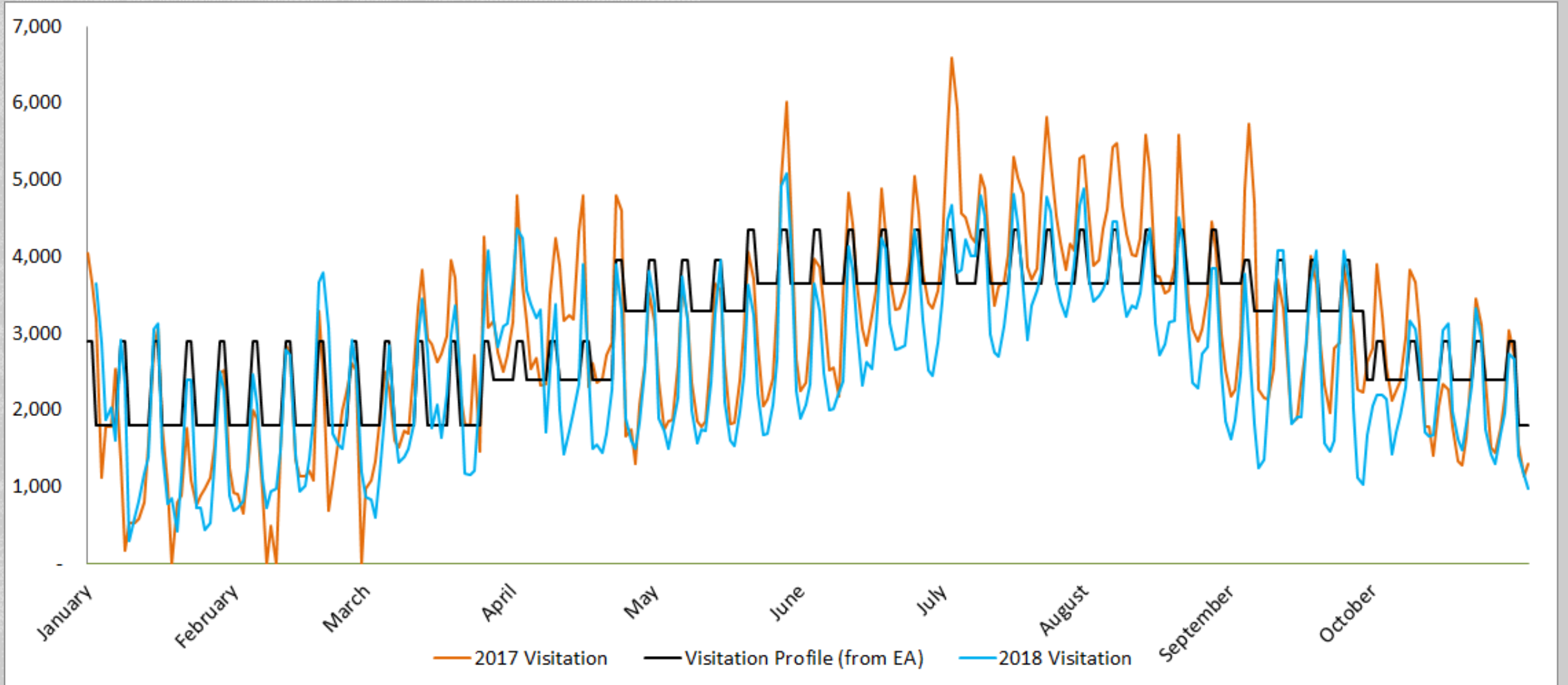


Commercial Carrier Reservation System

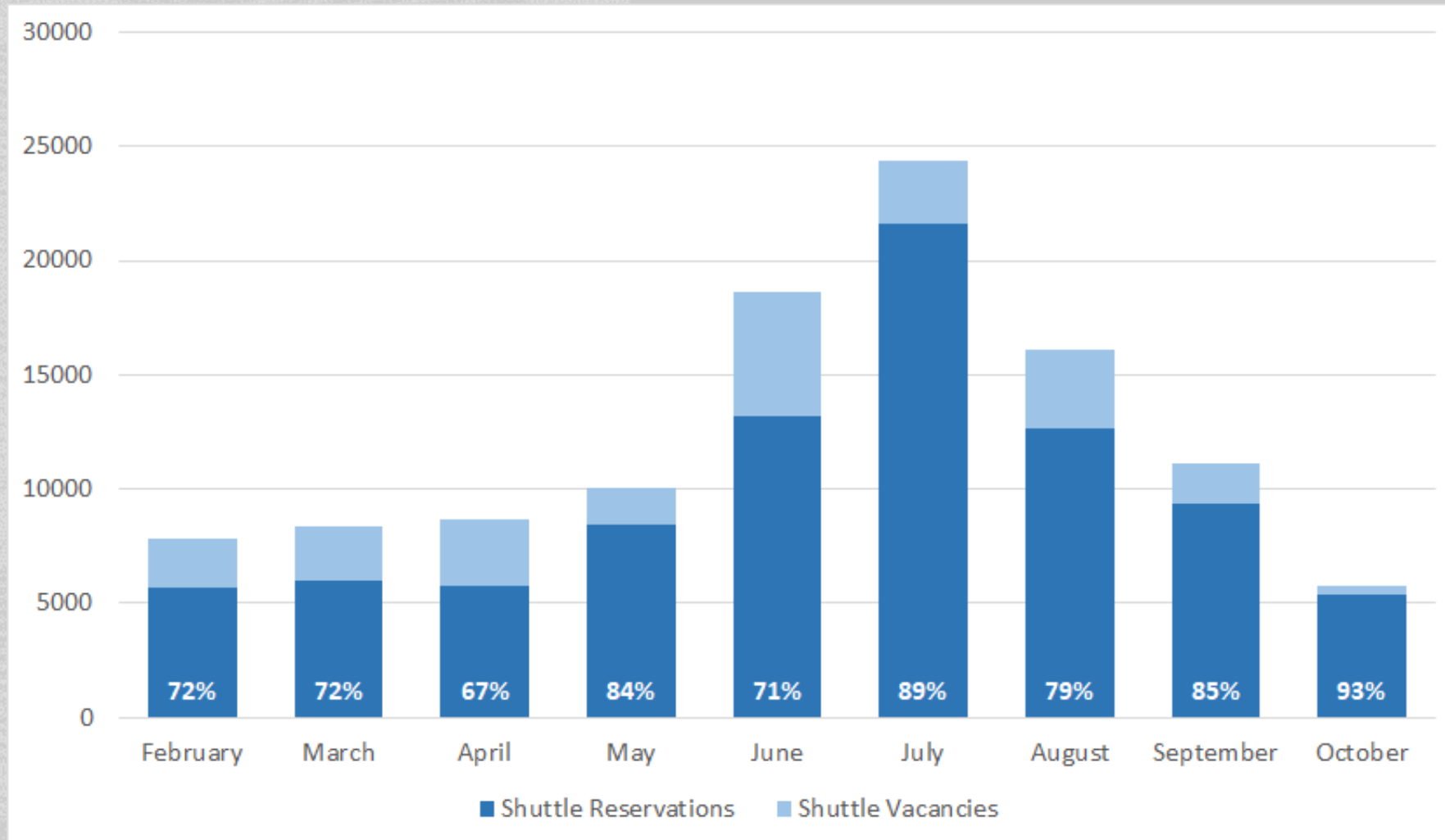
- ❖ Managed by park through Recreation.gov
- ❖ Commercial Use Authorization (CUA) required for access
- ❖ Reservations made for specific time slot and parking space
- ❖ On-site monitoring and engagement provided by NPS staff
- ❖ Strong compliance thus far (50% increase in CUA holders)
- ❖ Limited confusion from infrequent users and limo companies
- ❖ Outreach, company feedback, constant learning and adaptation



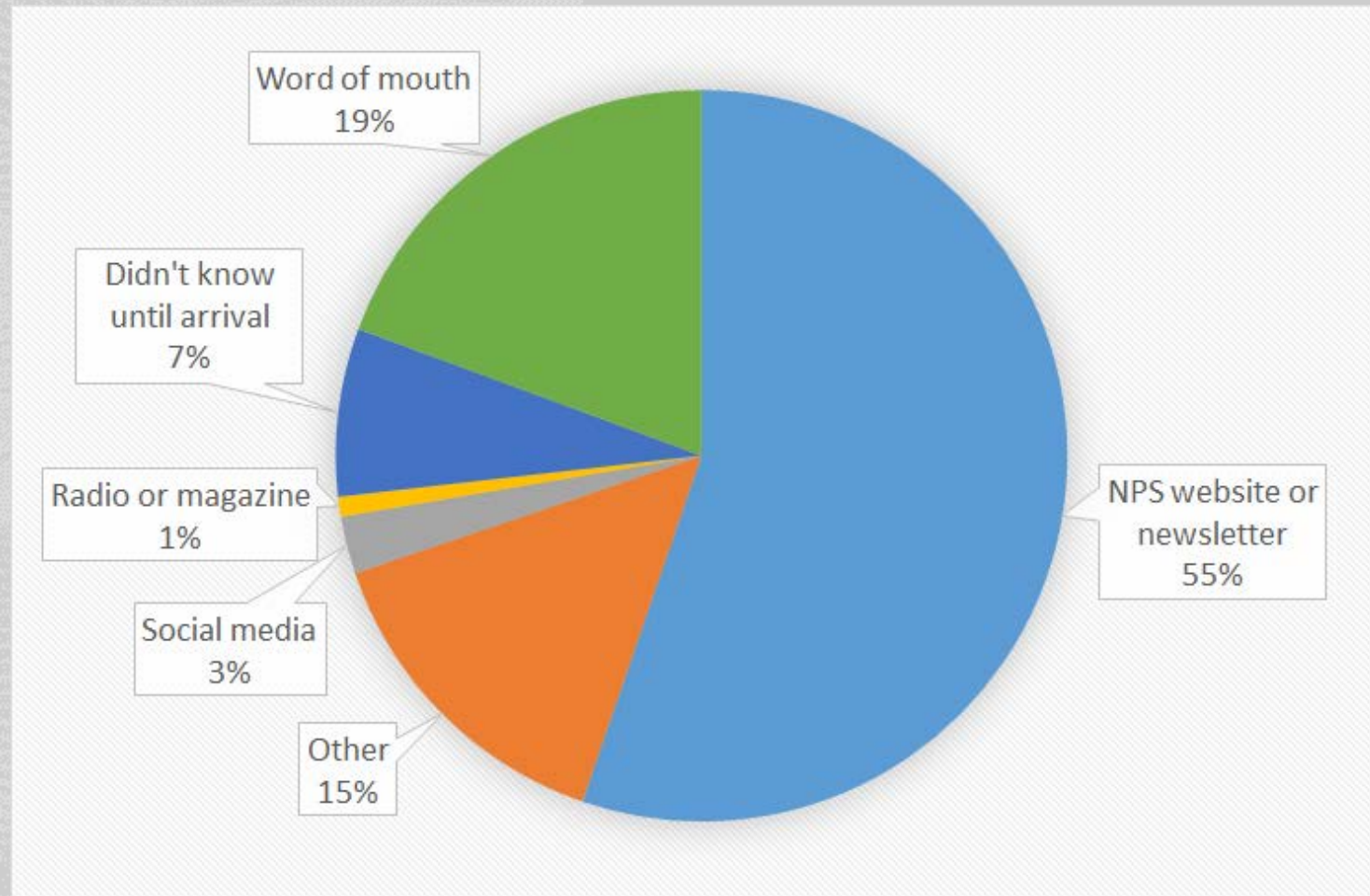
Visitation Analysis



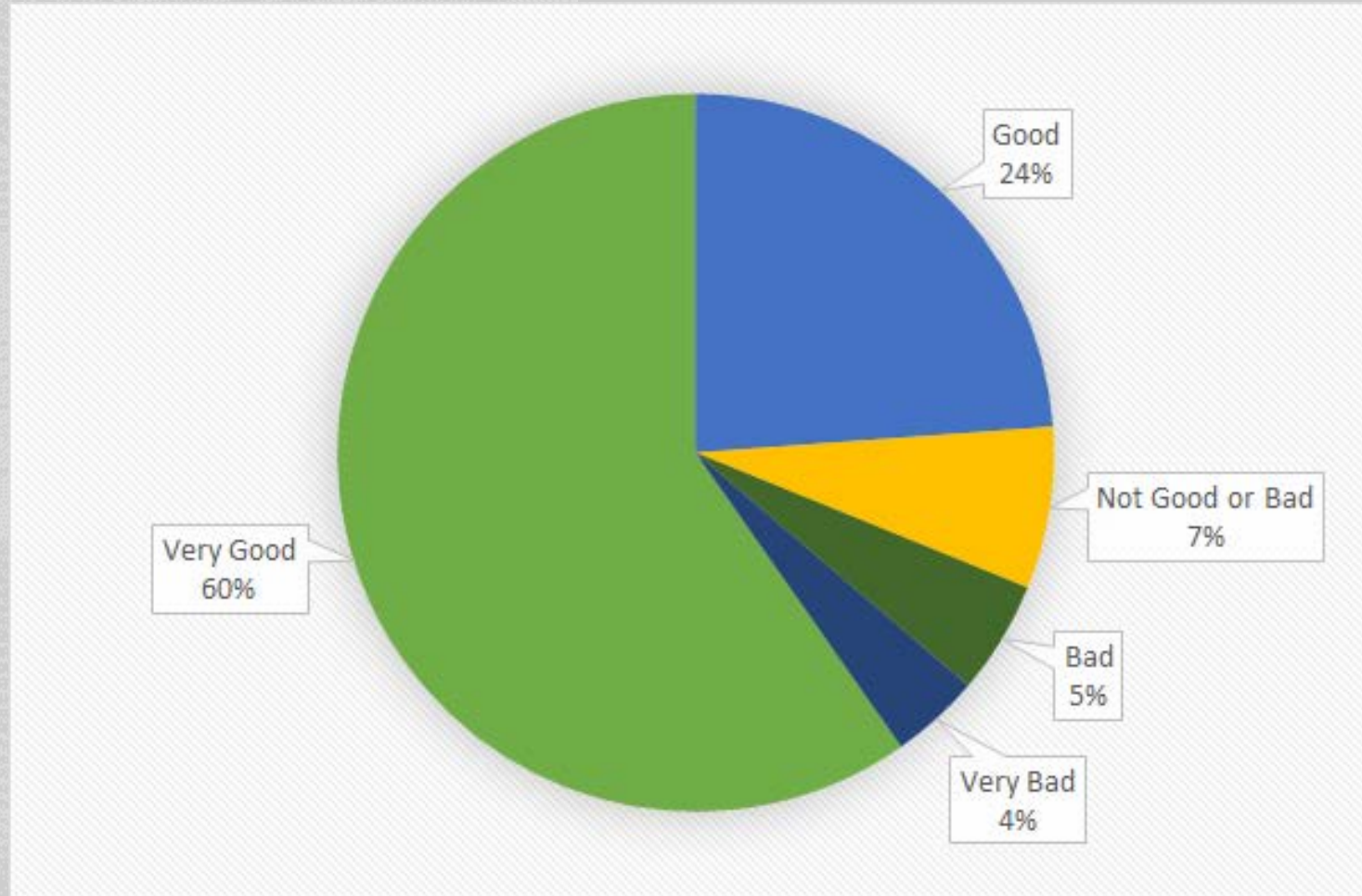
Shuttle Ridership & Utilization



Customer Survey: Where did you hear about the Muir Woods Reservation System?

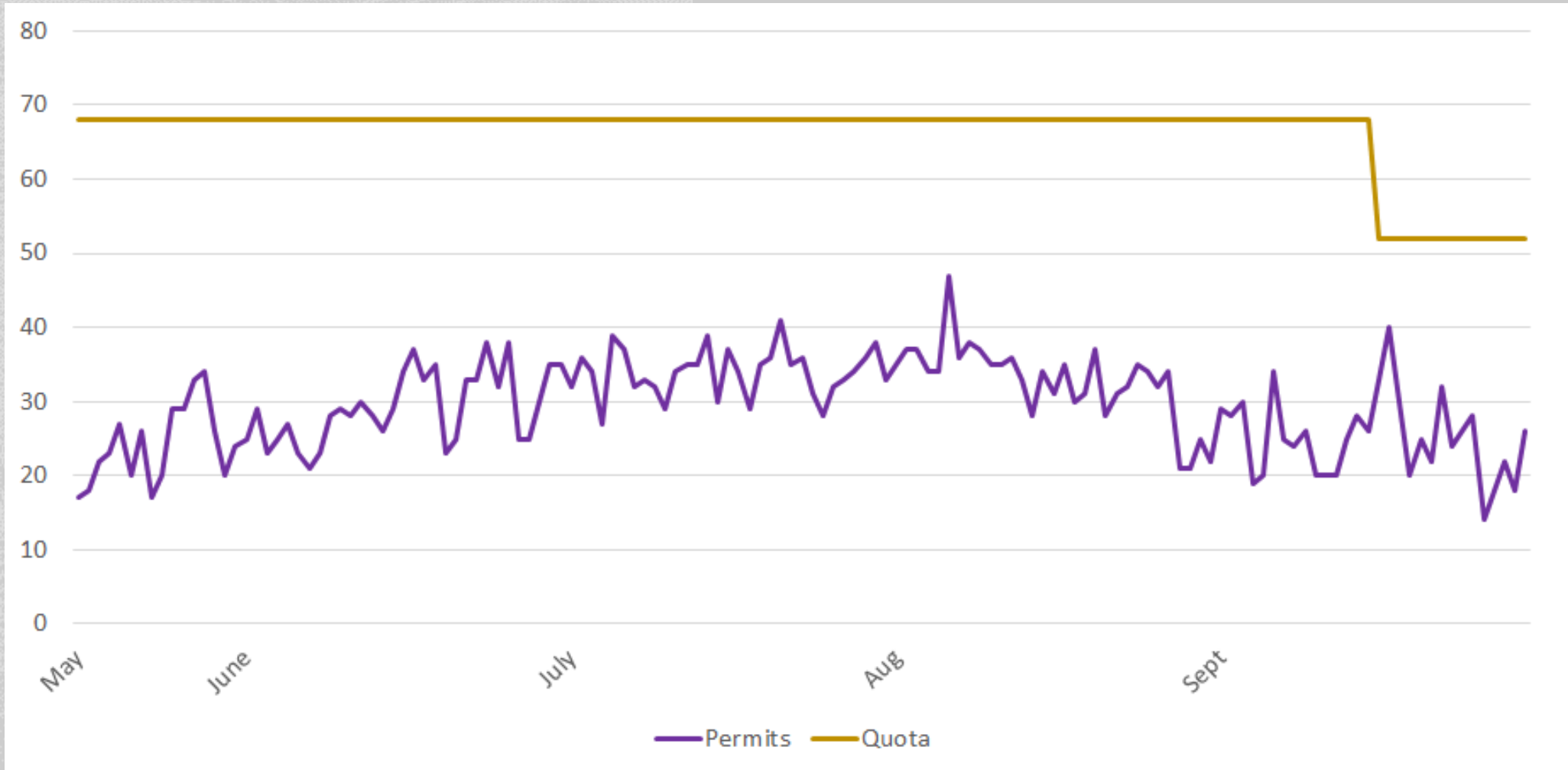


Customer Survey: How was your experience parking at, or taking the shuttle to, Muir Woods?



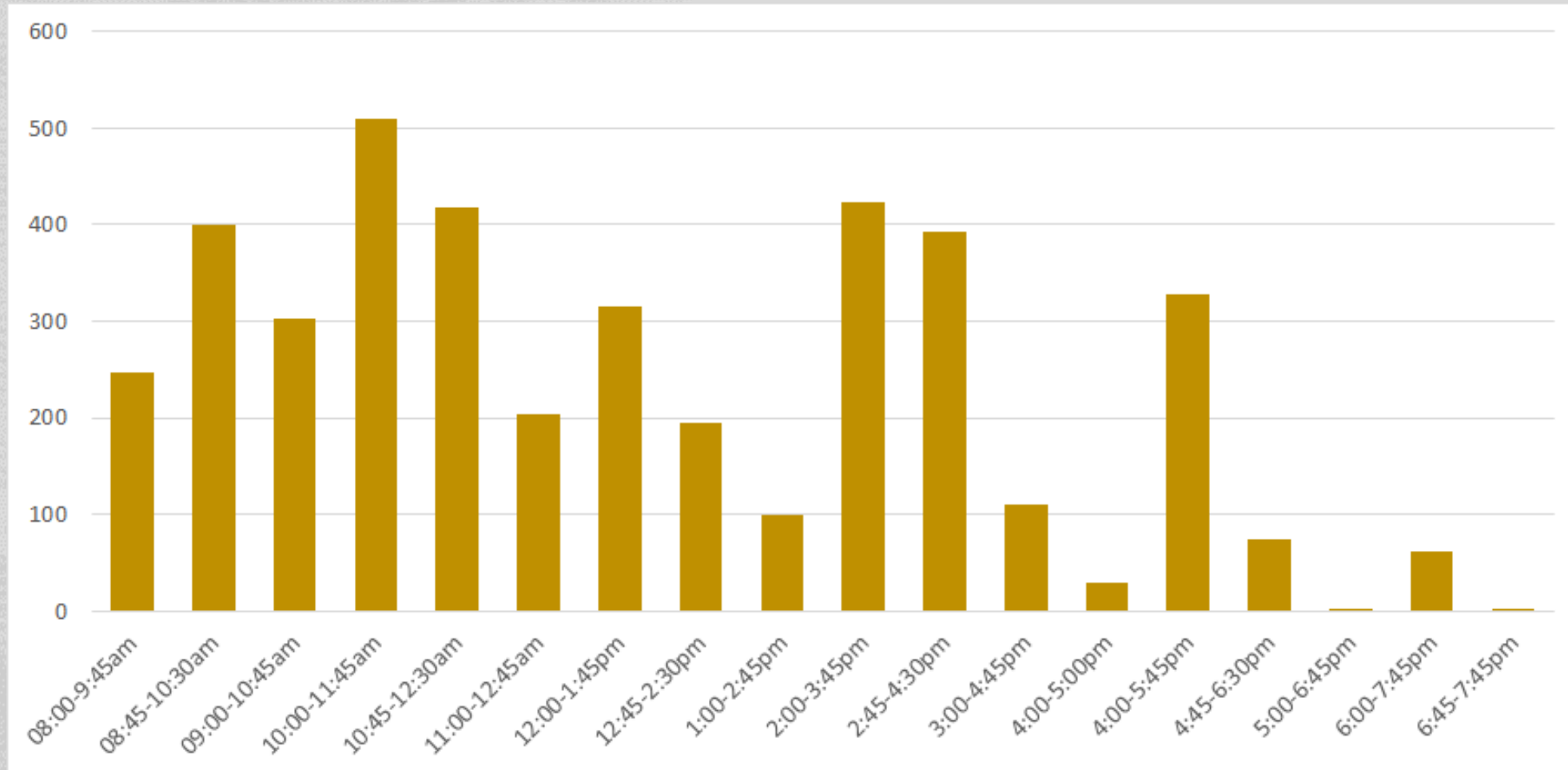
Commercial Carrier Reservation Utilization

May-Sept 2018



Commercial Carrier Reservations by Time Slot

May-Sept 2018



Successes

- ❖ Positive visitor feedback
- ❖ Reduced traffic and congestion
- ❖ Reduced parking on road
- ❖ Fewer incidents (vehicle break ins, visitor injuries, etc.)
- ❖ Opportunity for staff to return to intent of their position
- ❖ Provisions for school and outreach groups - systems aren't negatively impacting access for these target populations

Opportunities for Growth

- ❖ Visitor arrivals without reservations
- ❖ Visitors driving away to find cell service
- ❖ Balance between customer service and moving traffic / minimizing queuing
- ❖ Impacts at Four Corners and Muir Beach
- ❖ Working with limo and taxi/rideshare companies

Reservations in 3 Easy Steps
Reservation Can Be Made up to 90 Days in Advance.

 **Step 1**
Log on to
GoMuirWoods.com
or call xxx-xxx-xxxx.

 **Step 2**
Book a parking or
shuttle reservation for
your desired date
and time.

 **Step 3**
Screen shot* or print your
parking or shuttle ticket
and present it at the park.
*There is no cell service in or
around the park.

 **\$8 To Park**
Per vehicle

 **\$3 To Ride the Shuttle**
Per person (Kids under 15 ride free)

Reservation System Goals

- ❖ Manage peak visitation periods
- ❖ Improve visitor experience
- ❖ Reduce safety hazards
- ❖ Reduce impact on natural resources
- ❖ Reduce impact on local community



Redwood Creek Watershed Projects

2016-2021



What about fees?

In April 2018, the National Park Service (NPS) announced that Muir Woods National Monument (MUWO) would be one of the 115 fee-charging national parks to increase entrance fees.

Effective January 1, 2019, fees to the park will be \$15 per person (an increase from \$10) and an annual park pass will cost \$45.

All fees collected remain with the NPS. At least 80 percent of the revenue is designated to MUWO and the remaining 20 percent goes to parks that do not collect entrance fees.



Goals and Challenges
for the Future...

Questions?