

**Issue:** Pacifica's **Fairway West Neighborhood** has seen an obvious increase in visitors coming from all over the Bay Area to recreate on Mori Point. The Parking Lot at the official trailhead only accommodates 5 cars, so the overflow parks in the surrounding neighborhood. When GGNRA took over Mori Point, the neighborhood was told Pollywog Path behind Seaside (running North/South thru the Sensitive Habitat area) would stay low-profile and serve as easy access for residents of Fairway Park. Unfortunately, as more and more people come to our small neighborhood (from out of town) and are unable to find parking near the trailhead, they spill over into the neighborhood and primarily park on Fairway Drive & Bradford. Over the last 7 months, the congestion in our neighborhood has been incessant. The people who come from out of town treat this entire area as if it is a national park. The groups arrive early, slam car doors/trunks and click alarms, talk in full outdoor voices on the streets outside our houses, leave their garbage, and relieve themselves wherever they see fit. Groups gather and treat the golf course side of Fairway as a park -- setting up chairs and creating a tailgating type atmosphere. On the weekends there is no way for residents to enjoy the neighborhood with so much activity. It can be quite dangerous with the number of cars, the speeding, people walking in the middle of the street, etc. We have had large stagecoach tour buses come down to the end of Fairway and drop off people for a hike down the small footpath. This is not our normal. Many of the long-time residents can attest to how things have changed dramatically. On Bradford, residents have a difficult time getting out of their own driveways. This neighborhood supports open-space and easy access to all, but not at **the cost of our quality of life**. A solution to this problem needs to be found.

#### **Contributing Factors to Keep in Mind:**

**POPULATION GROWTH** - While Pacifica's population has stayed steady. The Bay Area **Population has grown by over 750,000 in the last 10 years**. There were 7.1 Million in 2010; 7.8 Million in 2019 and is estimated to be over 8 Million when 2020 Census is completed. *Source: CA Dept of Finance & U.S. Census Bureau* -- Let that sink in a minute, that is basically another San Francisco being added to our metropolitan area. San Francisco added 85,000 people in last 10 years. Many of these people live in Condos/multi-unit housing and are looking for places to recreate – driving down the coast has become the popular choice.

Growing numbers on the hiking trails. Hiking is now the fourth most-popular outdoor activity in the U.S., after running, fishing and biking, according to The Outdoor Foundation's 2018 Outdoor Participation Report. Statista.com noted that 47.86 million people hit the trails in 2018, up from 29.86 Million in 2006. Every year, over the last 5 years, it has grown by 5 million more hikers hitting trails year over year. This is a trend that is not reversing.

**TECHNOLOGY**-When GGNRA took over Mori Point—there was no way to foresee how Smart Phones would drive activity to all tourist places around the world. People are easily finding the trails through Google Maps and other apps. Throughout the last 7 months, we have observed the increase use of Google Maps—it's obvious most people had not been here before and were easily finding streets and trails through their phones. Currently, there are **1,778 Google Maps Reviews for Mori Point**, a year ago that number was under 500. Over 50% of the reviews are submitted by "Local Guides"; which is a Google program encouraging and incentivizing people to leave reviews. Yelp has over 244 reviews, and there were under 50 reviews a year ago. Instagramming is also adding to the numbers. People promote the area by posting their pictures on Google Reviews and Instagram, which drives more people to come visit. **Mori Point is the number one result for "Hiking Trail Pacifica"**—it used to be Pedro Valley. The word is out, and technology is not going away; it will continue to drive more people to our area.

**WEATHER** (Climate Change) – Our area continues its on-again/off-again drought patterns. Drought doesn't just mean less rain; it also means much less fog. According to Drought Monitor, we are currently in D2 (severe drought). We couldn't help but notice the spring/summer 2020 in Pacifica was the most consistently sunny in a generation. The mean percentage of sun hours during the day did not drop all summer 2020. It stayed steady May thru August *source: weather-and-climate.com* More people come, they experience nice weather, it prompts them to return and tell friends about the enjoyable time they had on the Coast. Many of the Google reviews expressly say "it's sunny here"—as if it's a revelation and misconception needing to be corrected.

**PANDEMIC** – Yes, of course this has also driven up the numbers and compounded the surge in visitors. It's really important to keep in mind, that the pandemic gave people opportunity to explore and discover the coast—so, now they know about it and will be back. The numbers are not going to miraculously go down when this is all over. And, sorry to say, there will probably be other pandemics in our future.

### **Possible Solutions:**

**These are all the ideas being discussed by neighborhood residents. No idea should be discounted at this early stage; and it's important to keep generating creative ideas. They are all up for consideration. Also, any idea worth pursuing can begin as a pilot program. The goal is to home in on those that are the most feasible and do the most to solve our ongoing concerns.**

- Build more **parking lots**: Expand the parking lot across from Calera Creek Water Recycling -- insist GGNRA carve out better trails on that side of Mori Point; expand parking lot along highway 1 by official Mori Point Trailhead; build a parking structure at 2212 Beach Blvd. or other area near pier.
- Install **gates** on Fairway and Seaside, make neighborhood "gated"
- Install locked gates on foot path behind Seaside (need to be at each end). Security code for neighbors that changes regularly.
- Institute a **parking permit** program. Our program could be weekends only mid-May through mid- September. Could be modeled off similar programs in neighboring communities. Residents could have option to opt out. Please consider that because other cities have parking permit programs and are enforcing them, this also drives traffic to our area where people do not have to pay -- Word gets out that it's "Free in Pacifica".
- Rule **Enforcement**: The Pacifica Police Dept could put more effort into issuing tickets for laws already in place. Patrol the area. Issue tickets for public drinking, littering, speeding, parking in front of fire hydrants. Through this action visitors will see we ask for respect. By not enforcing the laws in place, a blind eye is being turned, and the visitors take advantage.
- Explore all **easing options**. Half Moon Bay is doing this to address their problem at Popular Beach and Kelly Avenue. Install signage encouraging good behavior and directing traffic out of the neighborhood. Make Fairway a one-way street, so that exiting happens through Seaside. If put into place, police need to enforce. Install signs on Francisco Way (near Golf Course) that encourage parking there instead of in the neighborhood.
- Charge for parking in neighborhood.

Goal of Meeting: We need to come to a consensus on what next steps should be.

What ideas do you have? Should Pacifica be planning for a future with more visitors? Is there a way for local businesses to benefit? Attend the meeting and share your thoughts.