



AGENDA NO: B-1

MEETING DATE: June 18, 2020

**AGENDA CORRESPONDENCE
RECEIVED BY THE TOURISM BUSINESS
IMPROVEMENT DISTRICT ADVISORY BOARD
FOLLOWING POSTING OF THE AGENDA IS
ATTACHED FOR PUBLIC REVIEW PRIOR TO THE
MEETING**

Heather Goodwin

From: Sean Green
Sent: Monday, June 15, 2020 12:51 PM
To: TBID
Cc: Scott Collins; Jennifer Little; Scot Graham; CityClerk
Subject: 6/18/20 TBID Agenda Item B-1: Tourism Roll-Out
Attachments: wider sidewalk simulation in street.png; one-way traffic elevation.png; one-way traffic overhead.png; one-way traffic proposed.png; futurte embarcadero.png

Members of the Morro Bay TBID board,

Though I disagree with your continued willingness to fund the entire city's promotional efforts despite no city matching funds that formerly made the 3% assessment a little more palatable, I respect your intentions regarding the soon-to-be implemented multi-phase promotional approach that you'll be discussing this week. Unfortunately, just as your promotional efforts have been made more difficult by the absence of matching financial contributions from the city, restaurants, retailers, etc., your stand-alone efforts to bring tourists into a city ill-equipped to support them is likely to fall flat unless other stakeholders join your isolated cause.

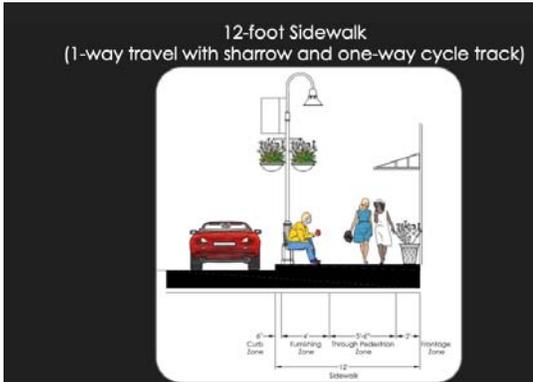
I've heard from more than one of you that TBID's role is purely marketing. Yet, you are in a unique position, as the only truly indispensable industry in the city, to make requests--maybe even demands--of Council, of staff, of other industries so as to improve the odds that your promotional efforts land successfully. Marketing should not take place in a vacuum, after all. For your efforts to succeed, you need help, and that help won't come unless you ask for it--something I've yet to see or hear from TBID, perhaps, in part, because the proprietary nature of this board places more immediate focus on "heads in beds" than the Morro Bay product itself.

Let me give you an example of how and why your phased tourism marketing efforts, as proposed, are likely to fail: my friends in the SF Bay and LA, all with money, all with young families, will not be coming to Morro Bay this year no matter how many ad buys you make, emails you send out, or social media posts you share. No, they will not be coming to Morro Bay because there is nowhere to push a stroller and no physical space to social distance between Marina St and Beach St along the Embarcadero. It's as simple as that. Add in a lack of public bathrooms, or at least functioning ones, and you've got a handful of very straightforward infrastructure problems that render even the best marketing campaigns moot for huge cross-sections of highly coveted tourism demographics.

Thankfully, there's some upside here. With straightforward problems often come straightforward solutions; I don't mention these things just to be negative, after all. I mention them to hopefully light a fire under TBID that brings about more action and responsibility than you're used to. A truly unique opportunity exists right here and now that requires you to vocally push for better tourism infrastructure from Council and staff. In the case of Summer 2020 and beyond, for example, TBID must demand not only the completion of long overdue repairs to the Coleman Beach bathrooms, but also **formally request of Council and staff the temporary implementation of one-way vehicle traffic along Embarcadero on an experimental basis through December 2020.**

One thing the city has been usefully proactive about during the current Covid-19 reopening phase is expanding outdoor dining options into the public right-of-way. Seeing people outside makes people happy and feel festive, which is great for business, but the city must also be diligent about maintaining pedestrian access and space. To this end, and given the unique context of coronavirus in 2020, right now feels like the perfect opportunity for the city to experiment with their oft-talked-about General Plan idea of expanding westbound Embarcadero sidewalks for the sake of increased pedestrian activity. Traffic studies have already taken place, and potential scenarios have already been discussed at length by GPAC, Planning Commission, and Council in various settings over the past four years. On top of that, it was Morro Bay Planning Director Scot Graham, back in

2016, who suggested that Embarcadero sidewalk widening would be most appropriately implemented "temporarily through a demonstration project," exactly the kind of which I am proposing Morro Bay implement for the remainder of CY 2020. Why not make actual use of all the time, effort, and money spent designing hypothetical utopias and simply try out the pedestrian-friendly, one-way traffic plan for the next six months? What, other than \$10-20k in cones and paint, do we have to lose?



Not only would TBID contributors stand to gain significantly from ANY improvements made to the Morro Bay product, but every other Morro Bay stakeholder who currently rides TBID's coattails may finally begin to recognize the value of collective action should you successfully push for improvements to city infrastructure at this time. What I'm suggesting is neither expensive nor difficult. It's a win for tourism and a win for public health: two things Council and staff seem universally supportive of, at least in words. Force them to back words up with action and support. The city manager has issued a staff report asking for your input on the phased reopening of tourism; it's your job to represent all lodging establishments--frankly all industries and TOT-dependent residents of Morro Bay--and give it to him. If staff is unreceptive to this or other essential improvements to tourist-facing infrastructure, perhaps TBID members should begin to rethink its very existence. After all, why continue to open your wallets to fund the city's promotional efforts if other stakeholders won't meet your efforts halfway?

Hoping for some creativity, leadership, and teeth from the TBID board,

Sean Green
Morro Bay, CA

Attachments:

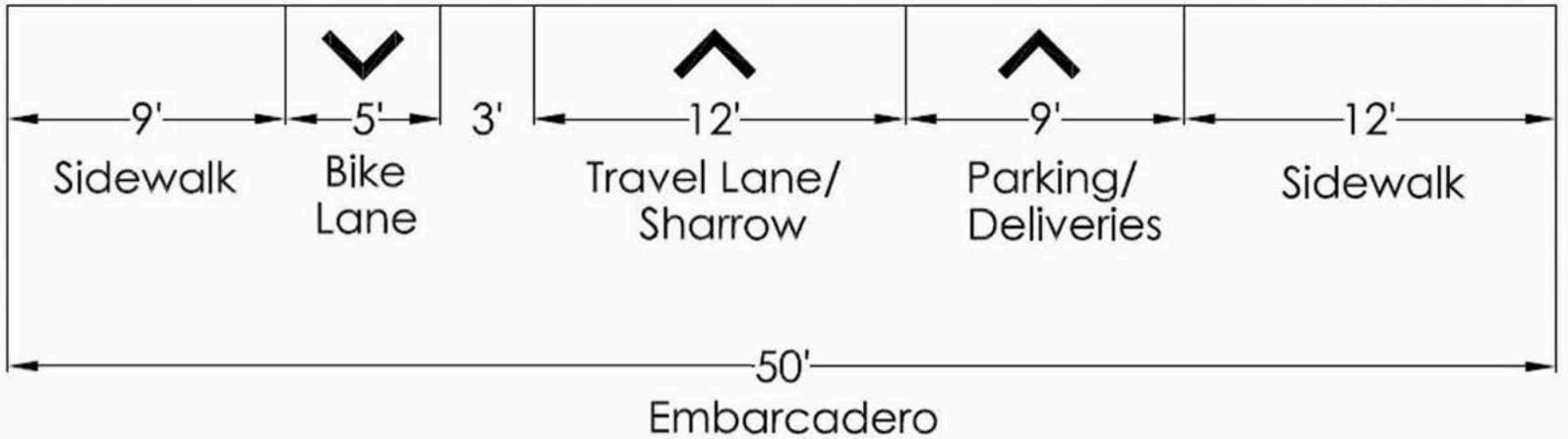
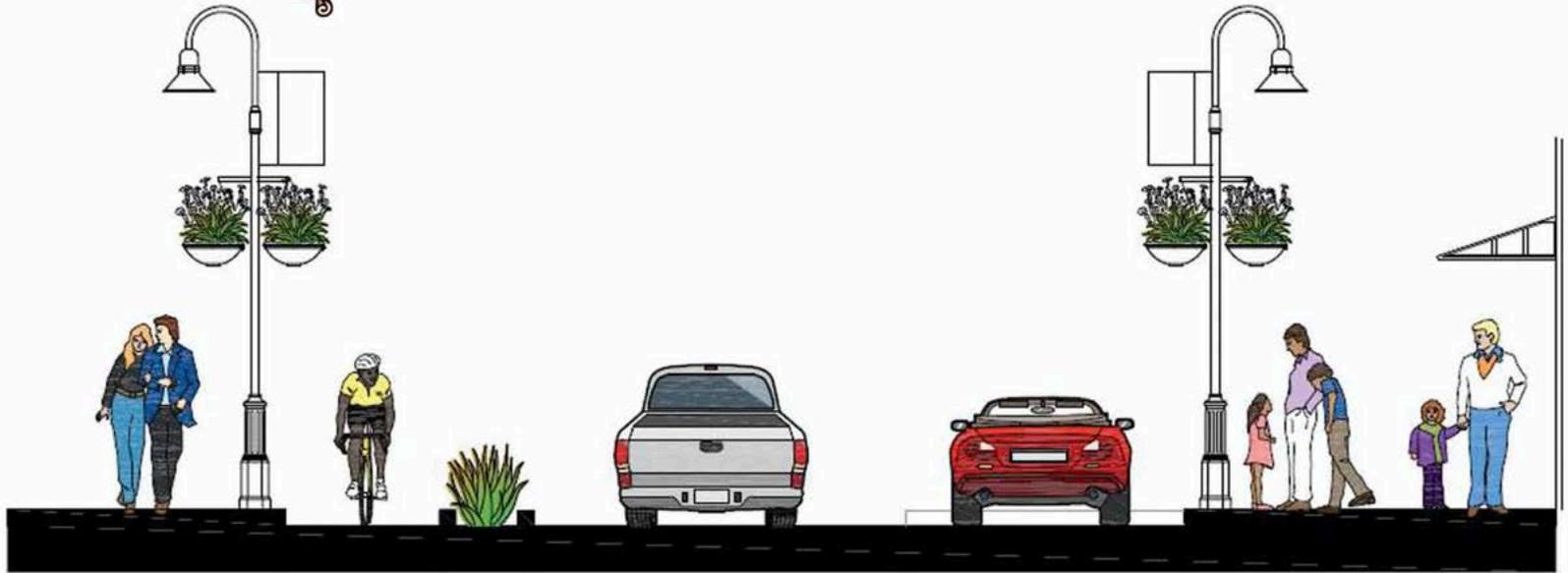
One-way vehicle traffic renderings w/ widened pedestrian access (5)

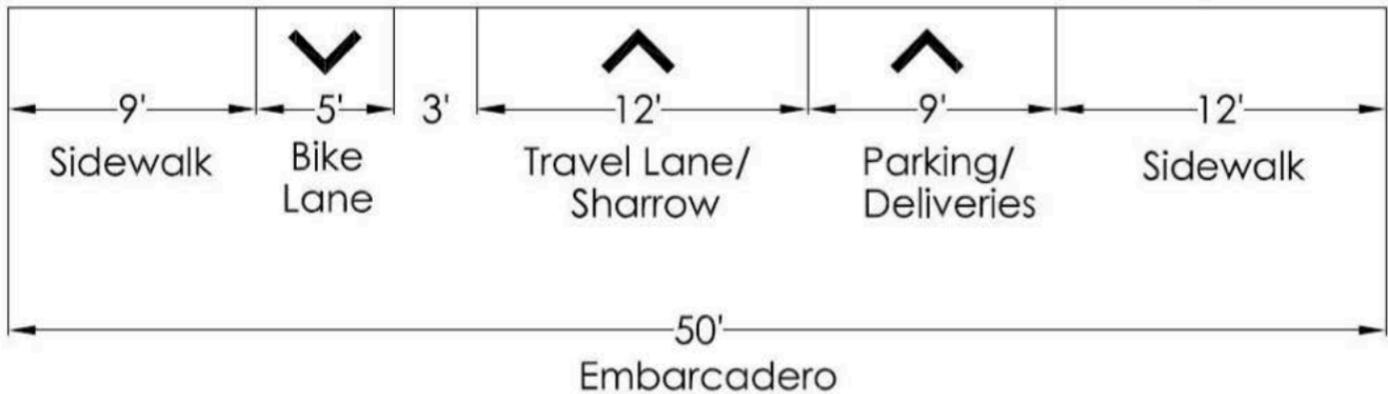
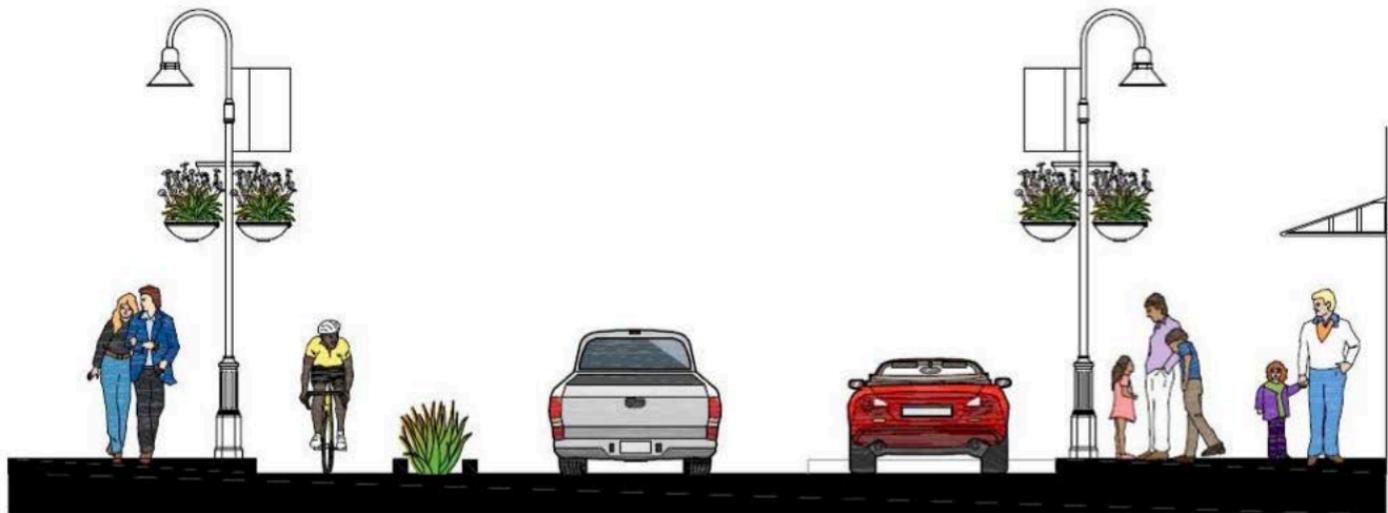
* Yes, the Coleman Beach bathroom does have plans for renovation in with Coastal Commission, but chain-link fencing for almost a year around a highly trafficked, essential public bathroom is unacceptable.

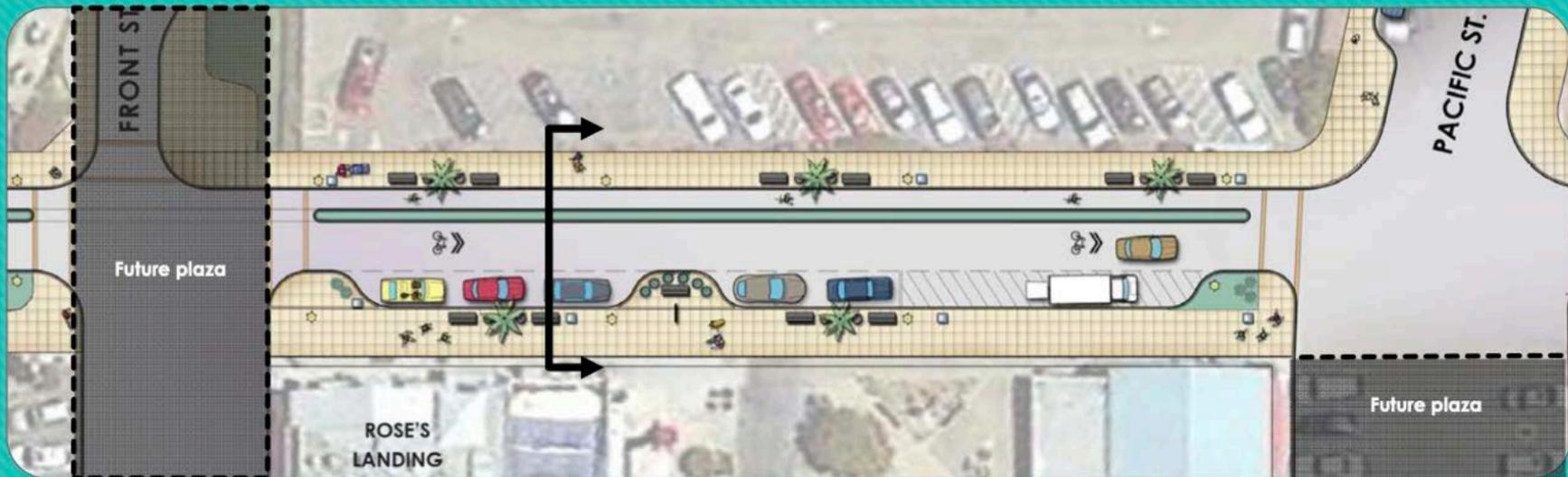
** Yes, the city has attempted to implement one-way pedestrian traffic during Covid-19, but it takes all of 30 seconds to recognize this is neither happening nor realistic given our current infrastructure.

*** For full 2016 staff report on Embarcadero traffic proposals, visit: <http://www.morro-bay.ca.us/Archive/ViewFile/Item/3002>

SECTION A: ONE-WAY

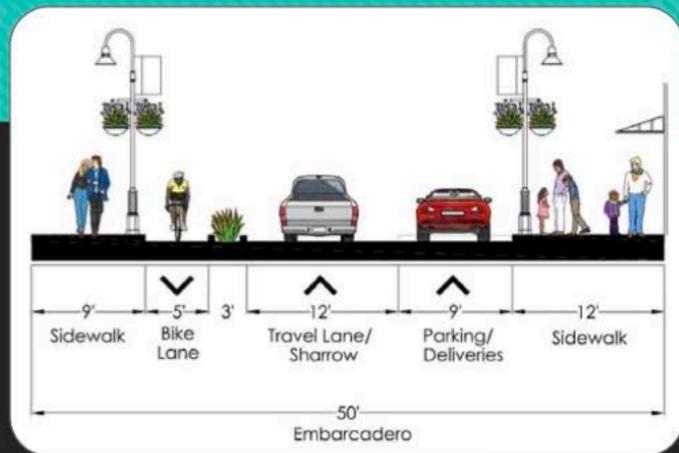




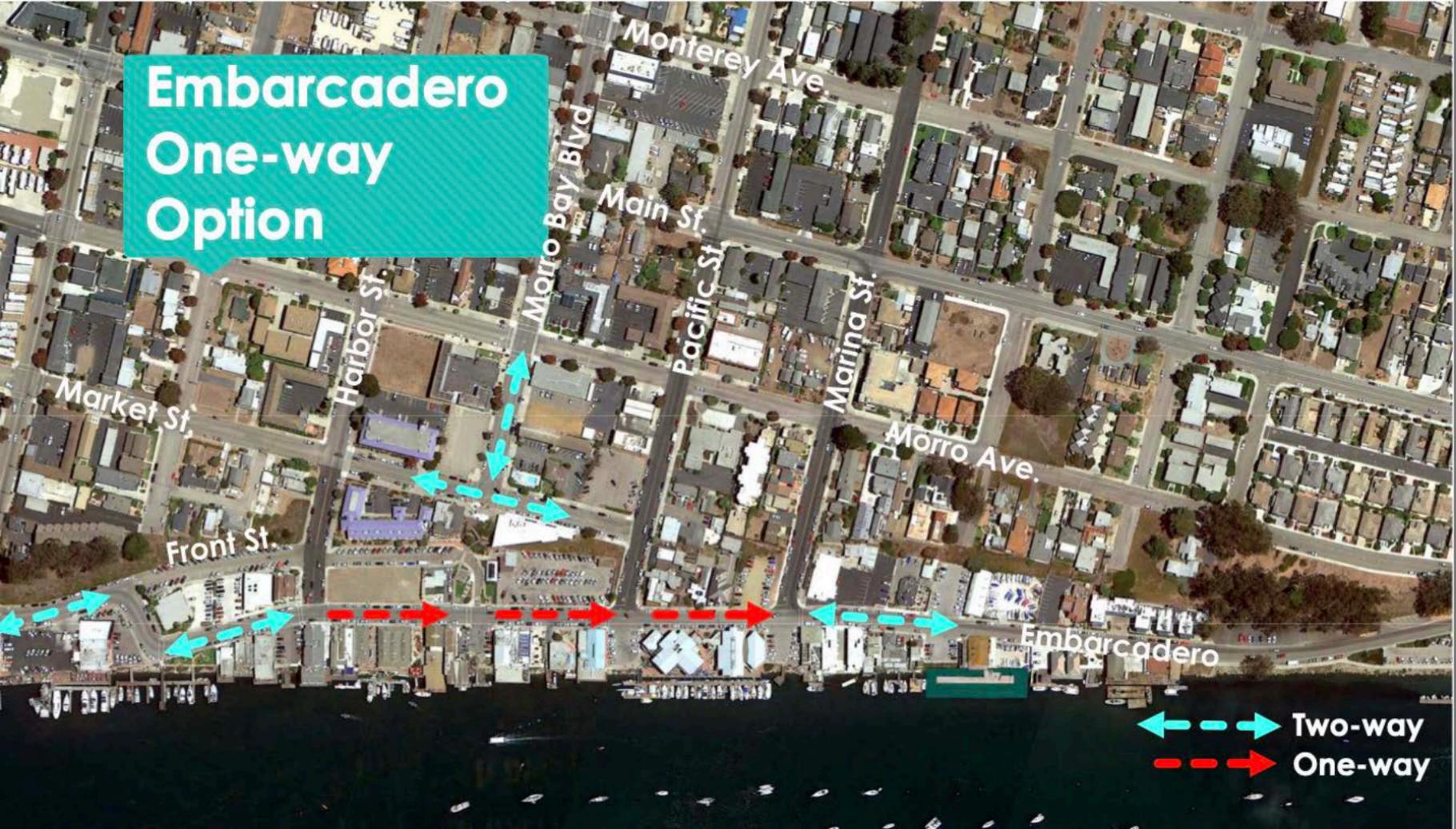


Embarcadero One-way

- 1-way travel with shared lane for bicycles and cars
- Parallel parking/delivery zone on bay side
- Widened sidewalk (12')
- One-way cycle track for bicycles



Embarcadero One-way Option



← → Two-way
→ ← One-way

12-foot Sidewalk (1-way travel with sharrow and one-way cycle track)

