

Meeting Summary Report

Fair West N.A. State Fair Traffic/Parking Concerns Facilitated Meeting #2

April 9, 2019 6:30 p.m. – 8:30, EXPO NM – 300 San Pedro NE, Alice Hoppes Pavilion

Goals of this meeting:

- ◆ Hear feedback from CABQ Department of Municipal Development (DMD), APD, and other City representatives regarding proposed remedies (from meeting #1 1/31/19) to what didn't work well with 2018 State Fair traffic and parking in the Fair West neighborhood,
- ◆ Begin to develop an action plan for our work together to address and resolve traffic and parking issues for the 2019 State Fair and beyond.

Facilitated by: CABQ contract facilitator: Kathleen Oweegon; Co-facilitator: Leslie R. Kryder.

Next meeting: TBD, pending completion of the DMD traffic engineering study. *(see Meeting Details below)*

Action items from this meeting:

By When	What	By Whom	Next steps
4/12/19	1. Write a letter to Councilor Davis requesting the money for barricades (\$2,000 for barricades and \$3,000 for enforcement).	FWNA board	Councilor Davis will include that in his proposed edits to the Mayor's FY20 budget.
When appropriate	2. Offer edit to Mayor's budget to include \$5,000 for state fair 2019 barricades and enforcement.	Councilor Davis	
4/12/19	3. Provide link on how to initiate traffic study requests to Kathleen Oweegon for the report.	Councilor Davis	
4/19/19	4. Identify the area to be surveyed and request a study from DMD and cc Pat. Include a request for money for permanent signs.	FWNA board	When study is completed, DMD will let FWNA know the deadline for completing the petitions.
TBD	5. Find out when results of traffic engineering study will be available and communicate this to Jim from FWNA.	Jason from DMD	
2 days after results of traffic study received	6. Provide Kathleen Oweegon with the traffic engineering study results when they are available so she can schedule the next meetings.	Jim from FWNA	Kathleen will send these results to her distribution list.
Once traffic study results available	7. Schedule meeting to help neighbors organize a petitioning plan for the neighborhood.	Kathleen Oweegon	
ASAP after FWNA annual meeting	8. Send minutes from the FWNA annual meeting to Kathleen Oweegon.	Jim from FWNA	
7/1/19	9. Complete petitions for permit parking and submit to DMD & Councilor Davis.	FWNA	
TBD	10. Ask FWNA to email and remind city staff of the importance of having DMD enforcing parking during the State Fair.	Councilor Davis	
TBD	11. Schedule meeting with DMD about times parking enforcement is needed during 2019 fair.	FWNA Board	

Meeting Overview & Outcome

- 1) At January 31, 2019 meeting, participants from the neighborhood developed a list of requests of the City for solutions to traffic, parking, and other problems related to the State Fair and other events that take place at Expo NM. In this meeting, we heard responses from City representatives. The participants made decisions about how to move forward. This included agreements to form smaller working groups of neighbors to complete necessary action items, such as petitions, surveys, and/or other actions that are needed for the City to provide the authorization and funding to implement the solutions. *(see Meeting Details below)*
- 2) We will continue to have facilitated meetings on an as-needed basis until the process is complete – likely monthly, with possible interim meetings of smaller working groups to complete necessary action items.
 - a) Facilitated meeting announcements will be sent to all on the facilitator’s distribution list at least 2 weeks in advance
 - b) It will be the responsibility of the working groups to organize their own meetings. The facilitator can support them when needed, but cannot take primary responsibility for the working groups’ meetings.
- 3) For the duration of this process, the facilitator will send all meeting summary reports and other pertinent information to all on her distribution list, which includes: APD, EXPO Administration, Councilor Davis’ office, ONC, DMD, and all neighbors for whom she has an email address. People can request to be added to this list, whether or not they have attended a meeting, by emailing the facilitator – Kathleen Oweegon at oweegon@bridgesofpeace.com.

Summary of Responses to the Neighbors’ Proposed Solutions

Request	Response	From	Next steps
<u>Parking</u>			
1) <u>Signs and Barricades</u> a) “Permit only parking” zone set up with appropriate signage	Pat Davis proposes creating a permanent permit-only parking zone in a portion of FWNA.	Pat Davis	See action plan on page 1.
b) Barricades at entries to the Fair West Neighborhood with signs stating that no event parking is allowed in the neighborhood.	FWNA will send a formal request to Pat Davis for barricades. Pat will request \$5,000 for the 2019 State Fair season.	FWNA and Pat Davis	
c) Place barricades where drivers can see them before they turn onto street. i) Use narrow barricades, which allow residents to drive around them	This was tabled until a time closer to the state fair.		Discuss at a meeting closer to the time of the state fair.
2) <u>State Fair Patron Parking</u> a) Paint curbs on Copper yellow or install “no parking” signs there.	This will be taken up by the NTMP.		This will be taken up by the NTMP.
3) <u>Residential Permit-only Parking</u> a) Return the “parking by permit only” signs and provide 2 or 3 parking passes per household	Refer to 1)a) above.		
4) <u>Enforcement</u> a) Enforce permit-only parking	Pat Davis will request DMD to provide staff to enforce parking restrictions during the State Fair.	DMD	
b) Enforce that neighbors are not allowed to sell parking in their yards and driveways.	Not directly discussed.		

Request	Response	From	Next steps
c) Provide at least 4 PSAs to cover neighborhood during the entire 10 days of the fair.	DMD will provide 2 officers during the evenings and 3 on weekends.	DMD	FWNA confirm this is in place at a time closer to the state fair
<u>Traffic Mitigation/Abatement</u>			
5) <u>Traffic</u>			
a) Create designated family drop off/pickup zone.	FWNA will petition the State Fair to create such a zone.		FWNA will petition the State Fair
b) Install speed bumps on all perimeter streets: Cagua, Roma, Domingo, Ortiz, & Laguayra.	Not directly discussed.		

Meeting Details

Responses to Neighbors' Requests.

1) Signs and Barricades.

- a) Councilor Davis (Pat): One of the challenges surrounding this issue is that each year the situation is a bit different. Some years there is budget for one thing and other years for different things. The signs and barricades at the entrances to the neighborhood cost about \$5,000 each year. We have the funding for that for this fall's State Fair. Budgeting for fiscal year 2020 is being developed now.
- b) This year there's a new process at the City. If the neighborhood wants the barricades, a request must be drafted for the budget and the neighbors will need to actively support it.
- c) N: How much of the cost comes from the revenue generated by the State Fair?
 - i) Sean: None. The State Fair won't pay for it because they say they would have to help out every neighborhood with affected parking. On a related topic, I will point out that very soon the State Fair will be looking for new leadership. I recommend that FWNA lobby the new Governor for redress of some of the problems, since the fair is on State Property.
- d) Pat: The Gathering of Nations (another annual event at Expo NM) worked with the City and neighborhood to deal with parking, resulting in positive changes. Currently, there are openings for State Fair Commissioners. I suggest that neighbors consider serving on the commission.
- e) N: What is biggest point of influence that would persuade the Governor?
 - i) Pat: The Governor is familiar with the area and understands the issues. Contacting her could be fruitful in the short term. Long term, figure out how to get a FWNA representative on the State Fair Commission.
- f) Pat: In order to get the barricades, we will need FWNA support as of today, because the budgeting process is taking place now.
- g) N: Whatever plan we come up with, there MUST be enforcement. I want us to consider enforcement as we consider the options. No plan will work without enforcement.
- h) N: On the agenda it states that the barricades will be used throughout the year for all kinds of State Fairgrounds events, correct?
 - i) Pat: The barricade cost is on an event-by-event basis. The budget request is \$5,000: \$2,000 is for the barricades contract; \$3,000 is for enforcement by parking officers. The cost is just for the State Fair.
 - i) Pat: Someone asked with regard to the barricades, will they be permanent? The answer is no.

2) State Fair Patron Parking and #3 Residential Permit-only Parking.

- a) Jason with Department of Municipal Development (DMD): I'm going to discuss items 2 and 3 together, since they are related. In previous years, one solution to the problem of excess traffic in the neighborhood during the State Fair was to issue permits to each residence. Today, we offer a different solution that we think will be viable for the long-term and also less expensive. Instead of having the restricted parking

signage put up and taken down each year, we propose that some portion of the neighborhood have year-round permit-only parking. The advantage is that parking by permit only is already established in those areas before the State Fair. It will save money and it will also provide parking restrictions during all the other events that take place at Expo NM. So there's a startup cost, but not an annual cost.

- b) F: Would this be somewhat similar to permit areas near the University?
 - i) Jason: Yes.
- c) N: Clarification: are you proposing putting up those signs permanently? What would the signs say?
 - i) Pat: Yes, though I want to clarify, on the agenda for item #2, it's referring to the few blocks by the roundabouts on Copper. I'm proposing permanent permit-only parking in a wider portion of the neighborhood, an area to be determined.
- d) Sean: Regarding Copper, FWNA asked for yellow curbs to prohibit parking but traffic engineers said no, that solution is not viable.
- e) N: Is there a way to do temporary "No Parking" signs there?
 - i) Jason: The problem is the cost involved in putting signs in and taking them out.
- f) N: If there are permanent signs, I predict there will be enough confusion that those signs will be ignored. There was a time when signs were put up too early and it created havoc. It was a mess. I don't think permanent signs are a good idea.
 - i) Pat: So, the first action item is for FWNA to advocate for barricades. As a sub-item, FWNA could request evaluation of temporary "No Parking" signs along portions of Copper.
- g) N: Copper has its own problems, and needs a solution separate from the general neighborhood. The State Fair signs only went as far west as Alvarado. The area west of that never got permits. The issues are on the east-west streets. Copper is a problem because it's an emergency access route and must be clear for emergency access.
 - i) Pat: Let's table the temporary parking issue for a bit and address the residential parking issue first (#3).
- h) N: In the past, the only thing that has worked is the "No Parking" signs and we want those back.
 - i) Pat: Some remember when Councilor Garduño had lots of signs put up, but we cannot use the same budget item anymore due to City process requirements. It's now a violation of ordinance to do what was done before. Now we're trying to fix the issue on a permanent basis. If there are temporary signs, the City must use contract money, and that can only be done when extra money is available. But this year I do not have the \$40,000 it takes. What we are trying to do is come up with a long-term answer so you don't have to fight this battle again every year.
- i) N: Where did you get the \$40,000 number from before?
 - i) Sean: previous councilors used the "set-aside" fund, but it has now been determined to be an inappropriate use of that money.
- j) F: For more information about that issue, please refer to the report from last meeting (01/31/2019 FWNA).
- k) N: Is everything outsourced to third parties?
 - i) Pat: Yes. City people cannot do this, because we must use contractors specially certified to install and take down the signs.

3) Residential Permit-only Parking.

- a) Pat: In the past the City created a temporary residential permit-only parking area in FWNA during State Fair. Administering the temporary passes has been problematic in the past. At present, we don't have the money for the temporary signs nor for the temporary residential parking permit. We could try to get something set up this year, but wouldn't know until just before the fair starts whether it could be done.
However, there is an established process for FWNA to petition the City for a permanent permit-only parking zone in the neighborhood and create rules for the neighborhood. This would also protect residents for all other events, though it means residents would have to get permits and provide to their visitors. In most cases, a neighborhood that wants a permit-only parking zone has to raise the money to buy the signs. That's City ordinance.
- b) N: How much would it cost?
- c) Sean: About 125 signs would cost about \$50,000.

- d) Pat: But, if FWNA wants to implement this this year, I have some extra money in my set-aside that I will make available for the project. If you petition for the zone, I will pay the \$30,000 for the permanent signs.
- i) Jason: To do this, a group has to notify Traffic Engineering about getting a permit. In this case, the City is already aware of the need, so that is less of an issue than is might otherwise be.
The first step is to have the City do a traffic engineering study. If the result is a “yes” (which it likely will be since this situation is a known issue), then step two is to get buy-in from at least 51% of the residents in the area under consideration. That is, 51% have to agree that they want the permits and complete the forms. There is no cost for the permits themselves. It’s a one-time cost for the signs.
Under this system, in addition to any parking on the property, each single-family residence is issued 3 permits and each multi-unit apartment gets 1 permit. This only affects on-street parking; you can still park in your own driveway. And, it’s enforceable year-round.
- ii) F: To summarize the process:
- (1) Traffic engineering study. To initiate step 1, FWNA should contact Jason Downing, DMD – Div. Mgr, Parking/Security at jdowning@cabq.gov or 505-924-3944.
 - (2) Once the traffic engineering study is complete, the FWNA board (with help from neighbors) needs to petition all residents to assess their level of support of permit-only parking zones in their neighborhood;
 - (3) must get at least 51% support (can be per street or block) [Sean handed out a sample petition form which would need to be customized for FWNA.]
 - (4) If permit-only parking zones receive 51% or higher support, FWNA gets permit and signs, which will be paid for by Councilor Davis’ office.
- e) N: First, past studies have taken longer than people say. The drawback is that it’s an issue in a specific part of the neighborhood. So, getting 51% support will be problematic. The streets that are most impacted are those from Alvarado east. The rest of the neighborhood doesn’t experience the same problems. The relief must come in the impacted streets.
- i) We’re not just talking about parking. There are all kinds of problems including drugs, late night disturbances, people peeing in yards, etc.; the situation on Copper impacts everyone because it’s so dangerous.
- f) Sean: It can be street-by-street or even block-by-block.
- g) N: We need to identify the most affected areas and think carefully about the correct area to maximize the impact of the program.
- h) Sean: (passes out chart of most affected areas) Note that the number of signs is overkill. This is just to show the impacted area.
- i) N: My fear for you, Councilor Davis, is that putting it on the neighborhood to get 51% will cause some political problems for you.
- i) Pat: As written in the process, the neighbors are going to have to organize themselves. If the neighborhood decides it wants to do this, then neighbors can organize block by block.
- ii) N: To clarify, you’re saying that since Cardenas and east is the area impacted, all the neighbors on those streets would meet and have to get at least 51% buy-in.
- j) F: If you agree that you want to do the process, I will announce a meeting of neighbors. I will have a design of groups block by block. Each group can work out an approach.
- k) N: We need a solution that covers the whole affected area, not block by block.
- i) F: It can be street-by-street or block-by-block, whatever approach makes sense to you to cover the whole affected area. I can convene a meeting and help you organize your petition process.
- l) N: For future reference, the impacted areas of those streets are literally fan-outs from the gate entrances (gates #3 & #4).

4) Enforcement

- a) Pat: Sean has a budget to get DMD traffic enforcement during the fair; we will make a request for enforcement. The only way we can enforce rules is to create a permanent parking zone as discussed earlier.
- b) N: The businesses along San Pedro are signed as tow zone, because the businesses call to tow. Bike enforcement might be more effective than vehicles.

- c) N: I'm concerned that tow trucks just come and tow people away without any calls from residents.
- d) Sean: 2 years ago enforcement worked really well because there was parking enforcement just for the neighborhood (DMD staff). Currently, there will be 2 officers enforcing every evening and 3 on weekends. Later in this process, we will converse with you about most needed times.
- e) N: The board has discussed this thoroughly. We had a plan last year, but APD dropped the ball. The plan included cops on bikes who could ticket cars as well as address problems at peoples' homes. It was a good plan, except that APD's teams got switched at the last minute. That's why I keep saying we can have a great plan, but without the cops to enforce it, it won't work.
 - i) Pat: You're right, we were all frustrated. At the end of the day, I cannot guarantee that we can have the APD staffing to do that in the future. We currently do not have enough bike-certified officers. We do know we can do the parking enforcement through DMD, and APD can be called in to support when law enforcement is necessary.
 - ii) F: So parking enforcement under current proposal would not be done by APD, but DMD. DMD parking enforcement staff is trained to do exactly that.
- f) N: Last year I spent hours learning about this. The parking people (DMD) can only give tickets for parking issues; they can't touch trespassing or other criminal behavior. You have to go through APD to deal with those kinds of things.
 - i) N: So last year the police didn't know the plan.
 - ii) Sean: Last year we opted for APD instead of parking enforcement because of cost; but unfortunately, it fell through.
- g) N: So if there's a parking problem, the DMD folks can issue tickets and also contact APD. Can they cite? Have cars towed?
 - i) Jason: Yes. They have full authority of parking enforcement.
- h) F: And the DMD folks' time is additional overtime cost.
 - i) Pat: Yes, so I would have to request to add this money into the budget. But I need a decision tonight because of the timing. We're working up budgets right now.
 - i) N: I want to make sure we're all clear that Councilor Davis has no enforcement authority over any of this.
 - i) Pat: We can fund the overtime, but we have to ask nicely to DMD for the bodies. I'm going to ask the neighbors to send some emails to remind City staff of the importance of this.

5) Traffic Mitigation/Abatement.

a) #5a. Create a designated family drop off/pickup zone.

- i) Sean: This is a fantastic idea, but State Fair would have to implement it. The existing alternative is the busses that bring people from the malls, etc.
- ii) F: What I told Bill from the State Fair Commission was that any FWNA requests of EXPO would be included in the report.. He agreed to respond to those requests.
- iii) N: The problem is people who come into the neighborhood, drive up onto sidewalks to drop people off, and pose a hazard for pedestrians.
- iv) F: It sounds like the idea is that a cutout would avoid blocking traffic and pedestrians.
- v) N: The real problems starts with the concerts. People show up at 6:00 p.m. until 10 or 11:00 p.m. Then everyone leaves at the same time and the neighborhood is inundated with people. The solution would be everything we're talking about: permit parking, etc.

b) #5b. Install speed bumps on perimeter streets: Cagua, Domingo, Roma, Ortiz, and Laguayra.

- i) Pat: The Neighborhood Traffic Management Program ([NTMP](#)) requires in this situation that neighbors must request the study. There was a backlog, but DMD has now completed the backlog so the timeframe for doing the studies is pretty quick. There is also some new speed detection equipment available.
 - (1) Link for NTMP requests for individual streets and issues: <https://www.cabq.gov/neighborhood-traffic-management-program>
 - (2) Pat: People can also contact my office or DMD for support, if needed.

Action planning:

1) Create a permanent residential permit-only parking zone.

- a) F: So, what are the group's priorities going forward? I'm hearing you want to pursue the long-term Residential Permit-only Parking setup.
- b) N: Am I correct that because putting up the signs every year is too costly, the long term permits would be next best thing?
 - i) Multiple yesses from neighbors.
- c) Jason: So, first the City does a traffic engineering study. Then if the neighborhood is behind it, I can get it started. However, we need to know the areas of the neighborhood that the traffic engineering study should cover. The initial area surveyed can be more generous; then later it can be determined block by block whether to gather support for and implement the permit parking there.
- d) N: Why can't we just say that the study area should be the area on the map that was passed out?
 - i) N: There might be objections.
- e) N: In 2011 we had a really good outcome to a study, so let's look at those numbers.
 - i) Jason: A new study must be done because previous studies were not about permanent signs. If it seems pertinent after that, we can review the 2011 study for additional insights.
- f) N: Is this an all or nothing situation? If the study only shows a need for part of the area, then what?
 - i) Jason: The area that is studied is whatever you define.
- g) N: When you do the study, since it's just a seasonal problem, is it worthwhile to do it before the next State Fair?
 - i) Jason: Everyone knows there's a problem here. So, yes.
 - ii) Sean: I'm surprised people think it's only a seasonal issue. A couple weeks ago, I was here and it was chaos on a random weekend.
- h) N: What does the study include?
 - i) Jason: The engineers evaluate the area, size, driveways, etc. They consider history and other factors. It's not just an observation based on the day they are there.
 - (1) The results go back to the requesting group. Then on to the 51% step.
- i) F: When would the results be available?
 - i) Jason: I will talk to the staff member who will do it and get back to you, but we can safely say less than 30 days from when the study is initiated.
- j) Pat: I can add a request for temporary barricades and overtime for DMD staff to the city council budget. I will need a letter or something from FWNA formally requesting this. If we've decided to go for the permanent parking program, then I need to earmark that money before you finish your process. So, we want to be sure that FWNA is committed to making the process happen and then we can earmark the money.
 - i) N: Two homes within half a block of me are owned by one person who rents them out to tenants. Each tenant has a vehicle. I'm sure the owner of the property couldn't care less about the parking situation. Does the 51% have to include the owner?
 - (1) Pat: Once we get the traffic engineering study back, we will decide that. You can designate an entire street or other area as the area to count; if there's disagreement, it could be as granular as block by block, but doesn't have to be.
 - ii) F: It might behoove the petition carriers to contact the owners as well as the renters.
 - iii) N: There will be a request for signs like last year, as well as the traffic engineering study for the permanent signs. Right?
 - iv) N: Regarding renters and owners, would it be wise for use to include or not include apartment complexes to help make the 51%? Is it to our advantage to include apartment complexes? Or better not to?
 - v) Jason: Lots or addresses with multiple units will get a permit for each unit. So, each unit gets a vote.
- k) Address the parking situation on Copper through the [NTMP](#).**
 - i) F: Are there any other decisions we need to make tonight? Or other action items?
 - ii) N: I want to make sure that Copper's situation is eventually addressed.

- (1) Sean: Unfortunately, Copper is an emergency route, so speed bumps are not acceptable.
- (2) Pat: If you want to change the street, get as many people together as possible to request a study. If the request is too narrow, we will help you to expand the scope. Let's address it through NTMP.

l) Ask State Fair to pay for barricades in future years.

- i) Sean: Possible action item proposal: This year we think we can get the \$5,000 for the barricades. Really, this should be paid for by the State Fair. I suggest you request State Fair to start paying for this.
 - (1) Pat: Someone has already met with the Governor about this, but it was deferred until after the session. We should include several other neighborhood associations that abut the fairgrounds in the process.
 - (2) N: For your information, FWNA was part of the study that got the roundabouts on Copper due to a previous serious traffic issue. That's why I ask what this is going to involve. It took us months of counting cars to get those.
 - (3) Pat: Let's move the effort to get a FWNA person on State Fair commission to that other committee.

m) Possible grant funding source for police overtime.

- i) Pat: I promise you we are trying to find a long-term solution to this. For those of you interested, the county commission in past years has made neighborhood grants up to \$10,000 available to neighborhood associations with an action plan. Commissioner Stebbins is willing to support you for a grant request for police overtime during special events such as State Fair. That application closes at the end of April. Contact my office or the Commissioner's office about the application.
- ii) Two helpful resources that the City offers are:
 - (1) [NTMP Neighborhood Toolkit](#)
 - (2) [Grant Writing Toolkit Series](#)

2) Final comments.

- a) Facilitator will wait for traffic engineering study results before scheduling the next meeting.
- b) Pat: I wonder if presentation of the study and next steps is a good agenda item for the FWNA annual meeting.
 - i) Facilitator's request of FWNA board: Could the person who takes minutes at that meeting send them to me, so I can be in the info loop on the traffic engineering study results and the neighbors' response?
- c) N: To all neighbors here tonight, please sign up to be a member of FWNA.
- d) N: Thanks to FWNA for existing and speaking for u, and to these gentlemen from the city, too.
- e) Pat: Thanks to Kat for facilitating such a productive meeting.

Meeting Attendees

<p>FWNA Shawna Araiza Nancy Barron Sônia Bendorf Dayna Crawford Colton R. Dean James Farmin Rick Huff Ken Price Mary Ryland Betty Salters Paul Sanchez</p>	<p>Resident Bob Brennan Trish Brennan Betty Salters</p> <p>CABQ Pat Davis – City Councilor Sean Foran – Policy Analyst Jason Downing, DMD – Div. Mgr, Parking/Security</p>
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Appendix A: Neighbors' Proposed Solutions (from Jan. 31, 2019 meeting)

1) Signs and Barricades

- a) "Permit only parking" zone set up with appropriate signage and barricades at the entrances to the neighborhood.
- b) Barricades at the entries to the Fair West Neighborhood with signs stating that no event parking is allowed in the neighborhood.
- c) Place barricades where drivers can see them before they turn onto the street.
 - i) Use barricades narrow enough that residents can go around them to get to their homes without having to move them in order to pass.
- d) If the issue is funding to have someone install the signs each year at fair time, then have the City put up the signs permanently, similar to the neighborhoods in the UNM area.
 - i) It will also help for the parades, concerts, etc. at NM EXPO.

2) State Fair Patron Parking

- a) Paint the curbs on Copper yellow or install "no parking" signs there.
 - i) With the traffic circles on Copper, parking is a hazard.

3) Residential Permit-only Parking

- a) Return the "parking by permit only" signs and provide 2 or 3 parking passes per household
 - i) If the issue is the cost of mailing permits, could the City create an Internet portal and give residents the ability to print their own permits (up to the designated limit)?
 - (1) The portal could also be used for other neighborhoods with parking by permit only.

4) Enforcement

- a) Enforce parking-by-permit-only system (critical in order for it to work).
- b) Enforce that neighbors are not allowed to sell parking in their yards and driveways.
 - i) When this was enforced in the past, it really helped.
- c) Provide at least 4 PSAs to cover the neighborhood during the entire 10 days of the fair.

5) Traffic Mitigation/Abatement

- a) Create a designated family drop off/pickup zone.
 - i) Drivers of those families would then be encouraged to go to Coronado mall to park, rather than try to park close to the fair to reduce the distance their family has to walk.
- b) Install speed bumps on all perimeter streets: Cagua, Domingo, Roma, Ortiz, & Laguayra.