



CITY OF CARMEL-BY-THE-SEA

2026 Car Week Discussion & Direction

March 3, 2026

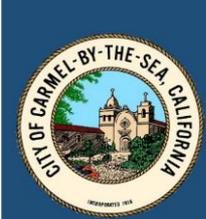
Chief Trayer



Introduction

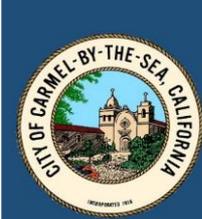
Purpose:

- Review 2025 Car Week
- Share community feedback & concerns
- Seek Council's direction on 2026 Car Week options



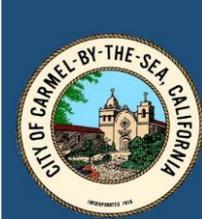
Background: Car Week in Carmel

- Carmel sits in the middle of Monterey Car Week, anchored by world-class events at Pebble Beach Concours d'Elegance and Quail Lodge
- Owners do not ship cars just for one event—they bring them for the entire week. Carmel becomes another area for a showcase
- Social media amplifies spontaneous gatherings
- The backdrop of Carmel gives a prestigious factor



Impacts: How does our Community feel?

- Businesses: shops don't feel positive impact of large influx in the evenings
- Residents: Noise, traffic, large influx, near-misses, aggressive driving, pedestrian safety
- City government: Evening increase liability exposure + added cost
 - Police overtime (\$36k)
 - No revenue to offset costs

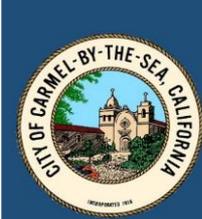


Recurring Themes

Help business, reduce noise, speeds, night safety

Community is asking for changes:

- *Find Real, visible steps to **cut noise and reckless driving**, especially 9–11 PM.*
- *Suggested more **Speed humps** on more streets*
- *Support additional **Enforcement Tools***
- *Route changes, if traffic detours are needed*
- *Economic benefit without community burnout*



Options to Consider

Option 1: Daytime Events Remain

- *Increase Police Enforcement & Safety Measures*
- *We have more officers/vehicles*
- *Implement technology to help increase enforcement*
- *Increase messaging to Car Club community + communications*
- *Implement route changes to ensure safer environment*

Option 2: Managed Parking Pilot Program

- *Proposal by Good Roots in response to community feedback*
- *Controlled entry, rules, stationary vehicles*
- *Civilian controls/security*
- *Pedestrian safety increased*

Consider a coordinated, structured, and proactive approach

Operational Period:

Thursday – Saturday

Hours: 6pm – 10pm

Operation Plan:

- Downtown closure to vehicle parking only
- Controlled entry and exit points
- Active Good Roots staffing & enforcement presence
- Predictable, orderly vehicle flow



Parking Fees:

- Ocean Ave \$200
- Side Streets \$100
- Carmel Residents – Free(?)

In partnership with the Carmel Police Department, the program would allow for:

- Controlled perimeters
- Managed ingress & egress
- Active staffing & enforcement presence downtown
- Allow for increased Police enforcement outside of downtown

Potential Benefits:

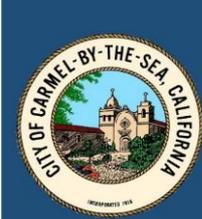
- Reduce vehicle congestion
- Deter exhibition driving
- Downtown business access
- Increased parking availability
- Enhance pedestrian safety
- Additional revenue to the City





Managed Parking Pilot Program

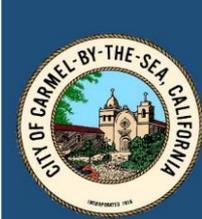




Community Activities Committee

The C.A.C. recommend Council consider the nighttime managed parking pilot program by:

- “Controlling the chaos”
- Increase preparedness
- Control night sound pollution
- New night routes to control traffic
- Speed humps
- Engage Car Clubs



Recommendation

Provide direction on the following:

Any significant changes recommended to existing Car Week programs?

- *Day time events*
- *Shuttle from Larson Field*
- *Etc.*

Is Council interested in exploring the Managed Parking Pilot program for 2026 Car Week?



End of Presentation

Discussion/Questions