

# News Release



**For Immediate Release**  
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**New Automated Pay Machines Give Affordable Choices**

## **Beach Parking Fee Increases Meet Higher Operational Costs at Peak Times**

**Smart Phone Use Comes to State Parks**

California State Parks has found it necessary to increase parking fees at three popular beach locations to generate added revenue needed to support necessary visitor services. At the same time, it has brought the latest in pay systems technology to certain parks to give visitors more affordable choices and easier ways to pay fees.

California State Parks intends to raise the flat, day use rate at three of its Orange Coast beach parks for the Fourth of July holiday. The one-day increase, to a \$20 per day flat rate, will go into effect at Huntington and Bolsa Chica State Beaches and Crystal Cove State Park July 4, 2013. All other park units, within Doheny, San Clemente, and San Onofre State Beaches will charge a flat rate fee of \$15 on the busiest summer holiday.

The new fee rates were authorized by the California Coastal Commission June 14, 2013. The increases reflect an effort to cover increased operational costs during the busiest beach days of the year. Despite the increase, the new parking fees are still lower than fees charged at other public beaches in the region. The majority of State Parks parking areas are immediately adjacent to some of the most scenic beaches and greatest recreational opportunities on the California's South Coast.

"The District is working to modernize its revenue collection program and the approval of the three latest permits helps the Department provide an adequate and necessary level of visitor services," said Orange Coast District Superintendent Brian Ketterer.

"Over the past 9-months we have used flexible fee schedules to increase our paid day use visitation by more than 20% over last year's attendance numbers," added Ketterer. "Our intent is to maintain necessary revenue streams to keep our parks enjoyable, as well as accessible."

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**For energy efficient recreation –**

**California State Parks on the Internet: [www.parks.ca.gov](http://www.parks.ca.gov)>**

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### **New Automated Pay Machines**

A system of automated pay machines is making beach visits more affordable by allowing visitors to pay by the hour rather than for an entire day. Automated pay machines are up and running at the following locations: Crystal Cove State Park including: Pelican, Reef, Moro Day Use and Moro Campground parking areas, San Clemente State Beach and San Onofre State Beach. More are scheduled to be installed at Doheny State Beach and Crystal Cove in the coming year.

Summer hourly fee schedules include a \$2.00 per hour rate at San Clemente's "Calafia Beach" and San Onofre's "Trestles" parking areas. All other parking areas remain at the \$15 maximum flat rate fee schedule with the exception of the 4<sup>th</sup> of July. Fees at a majority of these park areas are reduced during the non-peak season after September to various hourly rates.

### **New Technology Uses Smart Phones**

In an effort to modernize the way in which State Parks can accept payment, some State Park locations are now able to accept debit/credit payments by utilizing the automated machines or at entrance station. Additionally, the District has implemented a pilot program known as "Pay-By-Phone" in a partnership with *Passport Parking* which enables visitors to purchase hourly parking at Calafia Beach, San Clemente State Beach, by utilizing their I-phone or android device.

Visitors can "Like Us" on Facebook at "California State Parks – Orange Coast District" and check in regularly to receive discount coupons for parking and camping throughout the year.

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