



S501
10/16

THE CITY OF SAN DIEGO

MEMORANDUM

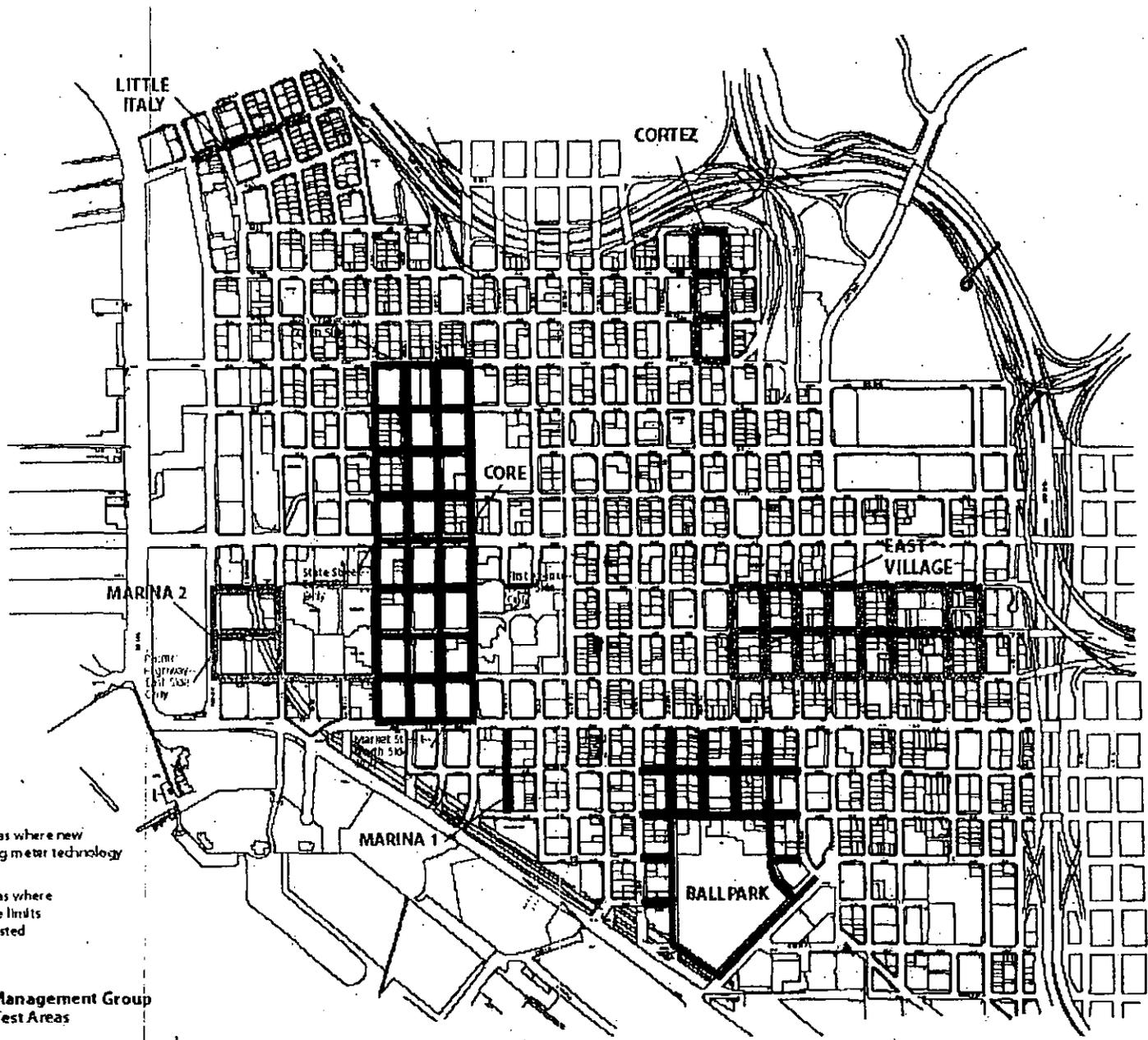
DATE: October 11, 2007
TO: Scott Peters, City Council Chair
FROM: William Anderson, Deputy Chief of Land Use and Housing
SUBJECT: Extension of the Downtown Parking Pilot Program

The Downtown Parking Pilot Program will automatically sunset on November 26, 2007 unless it is extended by an action of the City Council. Our department is requesting that this matter be placed on the supplemental docket for the Council Meeting of October 15, 2007. We have prepared the 1472 packet to amend the Municipal Code to change the termination date of the Downtown Parking Pilot Program and lodged it with the docket office. We encourage you to docket this item so as to prevent confusion and unnecessary expenses that would result if there is a lapse in time between the existing sunset date and the adoption of an extended sunset date.

If the pilot expires, the City is required to ensure the parking management of the pilot area complies with the Municipal Code. This may call for City staff to conceal the signs and new meters associated with the pilot. This effort would involve *significant staff* resources and possibly reduce on-street parking utilization rates, meter revenue, and make citations unenforceable. This could be avoided if this action were to be processed on the October 15th supplemental docket. The only change to the existing ordinance is striking out the date, "November 26, 2007" and replacing it with "April 30, 2009." This would allow City staff to extend a successful pilot program and grant the time needed to refine recommendations based on the pilot study's findings. If the amendment to the ordinance is heard by City Council on October 15th, the second reading could take place on October 29th and would take effect 30 days later on November 28th lapsing by only one day.

Respectfully submitted,

William Anderson
Deputy Chief of Land Use and Housing



Legend

-  Block segment areas where new multi-space parking meter technology will be installed
-  Block segment areas where varied parking time limits and rates will be tested

MAP
Downtown Parking Management Group
New Technology and Test Areas

REQUEST FOR COUNCIL ACTION
CITY OF SAN DIEGO

1. CERTIFICATE NUMBER
(FOR AUDITOR'S USE ONLY)

TO:
CITY ATTORNEY

2. FROM (ORIGINATING DEPARTMENT):
CITY PLANNING & COMMUNITY INVESTMENT

3. DATE:
10/08/2007

4. SUBJECT:
Extension of the Downtown Parking Pilot Program

5. PRIMARY CONTACT (NAME, PHONE & MAIL STA.)
Melisa Tintocalis, (619) 236-6476 MS 56D

6. SECONDARY CONTACT (NAME, PHONE & MAIL STA.)
Scott Kessler, (619) 236-6421 MS 56D

7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED

8. COMPLETE FOR ACCOUNTING PURPOSES

FUND					
DEPT.					
ORGANIZATION					
OBJECT ACCOUNT					
JOB ORDER					
C.I.P. NUMBER					
AMOUNT					

9. ADDITIONAL INFORMATION / ESTIMATED COST:
There is no anticipated negative fiscal impact to the City.

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT	SCOTT KESSLER	10-9-07	7	DEPUTY CHIEF	WILLIAM ANDERSON	10-9-07
2	DEPARTMENT DIRECTOR	WILLIAM ANDERSON	10-9-07	8	COO	JAY GOLDSTONE	NA
3	ENVIRONMENTAL REVIEW	KENNETH TEASLEY	10/9/07	9	CITY ATTORNEY	JOHN HEMMERLING	10-10-07
4	LIAISON OFFICE	ED PLANK	10/10/07		ORIGINATING DEPARTMENT	MELISA TINTOCALIS	10-10-07
5	FINANCIAL MANAGEMENT	AUTHORIZED SIGNER	10/10/07		DOCKET COORD:	COUNCIL LIAISON	
6	AUDITORS	FERNANDA FIGUEROA	10/10/07		COUNCIL PRESIDENT		

SPOB CONSENT ADOPTION DEED(S)
 REFER TO: _____ COUNCIL DATE: 10/16/07

11. PREPARATION OF: RESOLUTION(S) ORDINANCE(S) AGREEMENT(S) DEED(S)

See "Attachment A"

11A. STAFF RECOMMENDATIONS: Adopt the Resolutions

12. SPECIAL CONDITIONS:

COUNCIL DISTRICT(S): 2

COMMUNITY AREA(S): Cortez Hill, Downtown, East Village, Little Italy, and the Marina

ENVIRONMENTAL IMPACT: This activity is not a project and therefore exempt from CEQA pursuant to State Guidelines Section 15060 (c) (3).

HOUSING IMPACT: None.

“Attachment A”
(Continued from Box 11)

1. Adopt a resolution to extend the testing period of the Downtown Parking Pilot Program until April 30, 2009, to provide staff the additional time necessary to evaluate the complete effect of the Pilot.

2. Adopt an ordinance amending Section 86.22 in Chapter 8 of the Municipal Code to extend the Downtown Parking Pilot Program, as described in Resolution No. RR-299867, terminating on April 30, 2009.

EXECUTIVE SUMMARY SHEET

City of San Diego

REPORT NO:

DATE ISSUED: October 4, 2007
ATTENTION: City Councilmembers
ORIGINATING DEPARTMENT: City Planning & Community Investment
SUBJECT: Extension of Downtown Parking Pilot Program
COUNCIL DISTRICT(S):
CONTACT/PHONE NUMBER: Melisa Tintocalis/(619)236-6476

REQUESTED ACTION:

1. Adopt a resolution to extend the testing period of the Downtown Parking Pilot Program until April 30, 2009, to provide staff the additional time necessary to evaluate the complete effect of the Pilot.
2. Adopt an ordinance amending Section 86.22 in Chapter 8 of the Municipal Code to extend the Downtown Parking Pilot Program, as described in Resolution No. RR-299867, terminating on April 30, 2009.

STAFF RECOMMENDATION:

Approve requested actions.

SUMMARY:

On November 24, 2004, City Council approved the Downtown Parking Pilot Program [Pilot]. The goal of the Pilot was to provide information and sample techniques that would optimize the use of on-street parking in the downtown area and that could later be applied citywide. The Pilot authorized the Downtown Parking Management Group [DPMG] to work with City staff as the advisory body to test on-street parking management strategies as well explore the use of new parking meter technology in selected parts of East Village, Marina, Cortez, and Little Italy.

The management strategies include adjusting the hourly parking meter rates and parking time limits as well as using multi-space pay stations in place of mechanical single-head meters. The new strategies have allowed the DPMG to adjust time limits from one-hour to nine-hour durations and to modify meter rates from \$.50 to \$1.25 per hour to achieve a target utilization rate of 85 percent (15 percent vacancy) -- the optimal point at which parking supply is maximized yet there remains a sufficient level of parking available to motorists. In addition, 50 multi-space pay stations were installed allowing motorists to pay with credit cards, coins and prepaid value cards. The new pay stations are controlled remotely and offer the flexibility needed to adjust time restrictions and rates based on demand during peak seasons and special events.

Reports by the DPMG and City staff have pointed towards an increase in on-street parking utilization rates and the associated parking revenue. However, additional time is necessary for staff to evaluate the complete effect of the Pilot and provide City Council with refined recommendations based on the findings from the Pilot. The Pilot is scheduled to sunset on

November 26, 2007. Staff recommends that the Pilot to continue without interruption until a full evaluation is completed; and, to that end requests an extension of the Pilot until April 30, 2009.

FISCAL CONSIDERATIONS:

There is no negative fiscal impact to the City by extending the Downtown Parking Pilot Program.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:

Council District II formed the Downtown Parking Management Group to implement ideas from the City Manager's Parking Task Force on March 18, 2004 (Report No. 04-061). The City Council later passed Resolution R-299867 on November 29, 2004 and Ordinance O-19343 on December 12, 2004, granting the City Manager the authority to vary the time limits and meter rates for the Pilot within the test areas identified in the DPMG Report #1 (East Village, Marina, Cortez, and Little Italy). The Pilot was previously extended to November 26, 2007, by Ordinance Number O-19493 on May 19, 2006.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

The DPMG represents community stakeholders from the Downtown Residents Group, Cortez Residents, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Little Italy, East Village, and the Centre City Development Corporation. They hold monthly meetings, open to the public and attended by City staff and interested community members.

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

The Downtown Residents Group, Cortez Residents, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Little Italy, East Village, and the Centre City Development Corporation.



Scott Kessler
Originating Department



William Anderson
Deputy Chief/Chief Operating Officer

STRIKEOUT ORDINANCE

OLD LANGUAGE: STRIKEOUT
NEW LANGUAGE: UNDERLINE

(O-2008-49)

ORDINANCE NUMBER O-_____ (NEW SERIES)

DATE OF FINAL PASSAGE _____

AN ORDINANCE AMENDING CHAPTER 8, ARTICLE 6,
DIVISION 11, OF THE SAN DIEGO MUNICIPAL CODE BY
AMENDING SECTION 86.11, RELATING TO PARKING
METER RATES.

§86.11 Parking Meter Zones and Rates - Authority

(a)-(b) [No change in text.]

(c) Notwithstanding subsection (a), the City Manager is authorized to
establish a range for hourly parking meter rates from \$0.50 to \$1.25 within
the Downtown Parking Pilot Program, as described in Resolution No.
299867, effective November 22, 2004, and terminating on ~~November 29,~~
2007 April 30, 2009.

ORDINANCE NUMBER O-_____ (NEW SERIES)

DATE OF FINAL PASSAGE _____

AN ORDINANCE AMENDING CHAPTER 8, ARTICLE 6,
DIVISION 11, OF THE SAN DIEGO MUNICIPAL CODE BY
AMENDING SECTION 86.11, RELATING TO PARKING
METER RATES.

WHEREAS, the Downtown Parking Management Group was formed in 2004; and

WHEREAS, the Downtown Parking Management Group and staff analyzed Downtown parking issues extensively, and recommended the establishment of the Downtown Parking Pilot Program [Program]; and

WHEREAS, in November 2004 the Program was established pursuant to Council Resolution R-299867, and with a previous extension in May 2006, was set to terminate on November 26, 2007; and

WHEREAS, additional time is necessary to evaluate the complete effect of the program;
and

WHEREAS, the City Council desires this program to continue without interruption until a full evaluation is completed and, to that end enacts this ordinance to continue the Program; and,

WHEREAS, this action will not result in a direct or reasonably foreseeable indirect physical change in the environment and is therefore not subject to the California Environmental Quality Act; NOW THEREFORE,

BE IT ORDAINED, by the Council of the City of San Diego, as follows:

Section 1. That Chapter 8, Article 6, Division 11, of the San Diego Municipal Code is amended by amending section 86.11, to read as follows:

§86.11 Parking Meter Zones and Rates - Authority

(a)-(b) [No change in text.]

(c) Notwithstanding subsection (a), the City Manager is authorized to establish a range for hourly parking meter rates from \$0.50 to \$1.25 within the Downtown Parking Pilot Program, as described in Resolution No. 299867, effective November 22, 2004 and terminating on April 30, 2009.

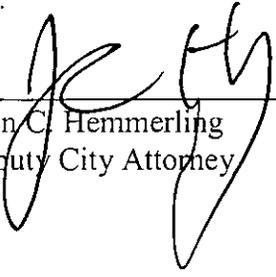
Section 2. That a full reading of this ordinance is dispensed with prior to its final passage, a written or printed copy having been available to the City Council and the public a day prior to its final passage.

Section 3. That this ordinance shall take effect and be in force on the thirtieth day from and after its final passage pursuant to the authority contained in San Diego Charter section 295, and subsection (c) of the ordinance shall terminate on April 30, 2009.

Section 4: On the termination date, the City Clerk is instructed to remove section 86.11(c) from the text of the Municipal Code.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By



John C. Hemmerling
Deputy City Attorney

JCH:aml
10/09/07
Or.Dept: SDPD
O-2007-49

CLERK'S FILE COPY

(R-2005-456)

RESOLUTION NUMBER R- 200887

ADOPTED ON NOV 22 2004

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO AUTHORIZING THE CITY MANAGER TO ESTABLISH A DOWNTOWN PARKING PILOT PROGRAM.

WHEREAS, on March 24, 2004, the City Manager presented the recommendations of the Manager's Parking Task force to the Land use and Housing Committee (Manager's Report No. 04-214); and

WHEREAS, the subject proposal is to authorize the City Manager to implement changes for time limit parking and parking meter rates within a designated area (pilot area) and within the specified parameters as needed for a period effective and coinciding with Ordinance No.

[O- 19343]; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

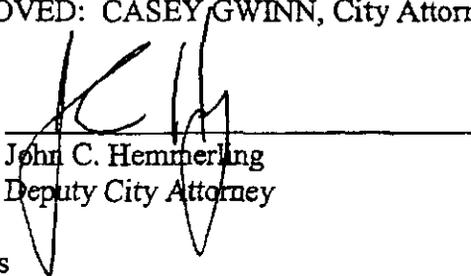
1. That City Manager's Report No. 04-249 dated November 17, 2004 to establish a Downtown Parking Pilot Program in the designated area as shown on Attachment 1.

2. That the City Manager pursuant to the authority conferred by and in accordance with the provisions of section 86.04 of the San Diego Municipal Code, is authorize to establish variable hours for on street parking from one hour to nine hours time limit, effective

between the hours of 8:00 a.m. and 6:00 p.m., Monday through Saturday, with Sundays and certain holidays excepted, in the Downtown Parking Pilot Program area.

APPROVED: CASEY GWINN, City Attorney

By



John C. Hemmerling
Deputy City Attorney

JCH:als

11/09/04

Or.Dept: E&CP

R-2005-456

MMS# 1021