

DATE ISSUED: October 3, 2001

REPORT NO. 01-210

ATTENTION: Public Safety and Neighborhood Services Committee;
Agenda of October 10, 2001.

SUBJECT: Parking Meter Districts

REFERENCE: Manager's Report No. 01-023, dated January 31, 2001; Manager's Report No. 99-203, dated October 25, 1999; Manager's Report No. 96-221, dated October 24, 1996; Council Policy 100-18 ("Parking Meter Revenue Allocation & Expenditure Policy")

SUMMARY

Issue - Shall the City Council adopt a Resolution to authorize the City Manager to negotiate and execute agreements with private non-profit organizations for the expenditure of Parking Meter District 1 (Downtown), Parking Meter District 2 (Uptown) and Parking Meter District 3 (Mid-City) funds, consistent with the provisions of Council Policy 100-18, the Parking Meter Revenue Allocation and Expenditure Policy, and to allocate funds for associated administrative costs?

Manager's Recommendation - Adopt a Resolution to authorize the Manager to negotiate and execute agreements with CCDC for the expenditure of Parking Meter District 1, private non-profit organizations for the expenditure of Parking Meter District 2 and Parking Meter District 3 funds, and to allocate funds for associated administrative costs.

Fiscal Impact - None by this action. If approved, this action would allocate parking meter revenue funds which the Council has already appropriated.

Environmental Impact - This action is exempt from CEQA pursuant to the State CEQA Guidelines, Section 15262, "Feasibility and Planning Studies." Actual projects resulting from these planning activities will require further environmental assessment.

BACKGROUND

Council Policy 100-18, effective March, 1997, establishes the Parking Meter District Program as a mechanism to fund and implement solutions to parking problems in areas where parking meters are located. The Policy distributes forty-five percent of parking meter revenues to three designated Parking Meter Districts (PMD's), with the funds to be used for various business or neighborhood parking and pedestrian improvement projects. Funds may be used for parking

supply (e.g., parking structures, surface lots, valet parking, etc.), signage, landscaping, maintenance, and security purposes.

The City Council established three PMD's - District 1 (Downtown), District 2 (Uptown), and District 3 (Mid-City), and allowed for the creation of new Districts in areas with more than one hundred (100) parking meters. By Resolution, the Council designated an advisory board for each established PMD. Council Policy 100-18 requires that the boards develop and annually present to the City annual one-year improvement plans.

On February 2, 2001 Public Safety and Neighborhood Services Committee conducted a review of the Parking Meter District program. At that meeting, the PS&NS Committee established a Parking and Mobility Task Force in response to a letter from several PMD's. The objective of the task force was to establish a dialogue between the City and PMD's on policies, procedures and standards which must be considered when PMD's develop and implement solutions to parking and pedestrian mobility issues. The task force was comprised of representatives from the PMD's and involved City departments. The PS&NS Committee requested that the Force would report back at the next PMD review.

DOWNTOWN: Parking Meter District One

City Council designated the management of the Downtown Parking Meter District (District 1) to the Centre City Development Corporation. On October 5, 1999, the City Council authorized the issuance of parking revenue bonds by the Redevelopment Agency to fund the construction of a 501 space parking facility (Park it at Market) at Sixth Avenue and Market Street. Pursuant to the bond indenture, CCDC receives parking meter revenues at the City's option. In addition to the parking meter revenues, the bonds primary security is the net operating revenues from the parking facility and certain subordinate tax increment revenues from the Centre City Project Area.

The following activities have been facilitated with Downtown PMD funds:

A "wayfinding" program (directional signage) was established throughout the downtown area in late 1999.

A parking garage containing 501 parking spaces and 2,300 square feet of retail space at the ground level opened on January 9, 2001. The facility is located on the north side of Market Street between Sixth and Seventh Avenue and will serve Gaslamp Quarter and East Village parking needs.

Construction drawings for a parking garage at the southeast corner of Seventh Avenue and Market Street are complete. The garage will feature 965 parking spaces and 6,000 square feet of retail space in a 7-story structure. Interim surface improvements permit 187 surface parking spaces prior to garage construction. The Redevelopment Agency will issue parking revenue bonds to fund the construction of this garage.

Phase One of the India Street Improvements has increased neighborhood parking by converting parallel parking spaces to angled (diagonal) parking spaces on the east side of the street.

Schematic design is underway on Phase Two of the India Street Improvements.

Construction drawings are being prepared for street improvements within El Cortez Hill with a vision to increase parking supply by converting parallel parking spaces to angled (diagonal), installing additional parking meters and revising the current street circulation patterns (two-

way to one-way).

An on-street improvement and parking study is being prepared to identify possible on-street parking solutions (parallel to diagonal) and refine the length of red curb markings.

A parking demand study is currently being considered for Little Italy in order to identify the parking needs of this downtown district.

UPTOWN: Parking Meter District Two

The City Council designated the Uptown Partnership, a California non-profit corporation, as the advisory board and fiscal agent for the Uptown Parking Meter District (District 2). The Uptown Partnership has expended parking meter funds to prepare the annual plan, implement components of the annual plan and update the five-year parking improvement plan. The annual plan is summarized in Attachment 1.

The following activities have been facilitated with Uptown PMD funds:

Established six Uptown locations which sell parking meter cards.

The Partnership sells over 100 parking meter cards and to \$8,000 in bus passes monthly.

Publishes the Uptown Community Parking Map, and distributes map to community and throughout city.

Distributes a bi-monthly newsletter with an approximate circulation of 2,000.

Manages the Uptown Information Kiosk, a public information service at 5th and University Avenue, which sells parking meter cards, monthly bus passes, and provides transit and tourist information.

Has funded, developed and is testing a parking meter card reloading terminal with Parking Management Division to add extra time to existing parking meter cards.

Is developing a wayfinding signage program to direct vehicles from entry points into the neighborhood to off-street parking facilities.

Is working to install a “multi-space” parking meter demonstration project on Goldfinch Street, north of Washington Street in Mission Hills with the Mission Hills Association, Traffic Engineering and Parking Management Division.

Has developed a public information website (www.uptownpartnershipinc.org) to provide information on parking opportunities in the Uptown area.

Evaluated acquiring property within the core area of Uptown in order to provide off-street public parking.

Preparing an existing parking and street condition study, report and database of the Uptown business core.

Working with the Mission Hills Association and Traffic Engineering Division to identify additional parking spaces within the Mission Hills business core.

Partnering with the Mission Hills Association to improve pedestrian walkability at the intersection of Washington Street and Goldfinch Street.

Partnering with the Hillcrest Association to provide additional on-street parking and improve pedestrian walkability along University Avenue and Normal Street.

Sponsored and will annually sponsor a utility box art project to enhance the business and pedestrian environment within Uptown.

Maintains an office and provides ongoing parking/pedestrian support to local area businesses and residents.

MID-CITY: Parking Meter District Three

The City Council designated the Mid-City Parking Meter District Advisory Board as the advisory board for Parking Meter District 3. Because of the highly dispersed location of parking meters within PMD 3, and the unique characteristics of each community within which meters are located, the PMD 3 Advisory Board recommended a unique organizational structure. In October, 1999, the City Council approved the Advisory Board's recommendation of a community-by-community organizational structure.

Three community based organizations within PMD 3 are designated as fiscal and administrative agents. The Golden Hill Community Development Corporation and the University Heights Community Development Corporation serve specific subareas of PMD 3, and the El Cajon Boulevard Business Improvement Association serves the remainder. Each of these community based organization has flexibility to institute their own parking and pedestrian improvement plans which support their community businesses and residents. The designated PMD 3 organizations have expended parking meter funds to prepare the annual plan, implement components of the annual plan and update the five-year parking improvement plan. Their annual plans are summarized in Attachment 2A, 2B and 2C.

The following activities have been facilitated with Mid-City PMD funds:

The El Cajon Boulevard BIA is addressing the parking requirements of business owners and residents located along or near El Cajon Boulevard, Adams Avenue and in the College Area. Assisted Kensington/Talmadge investigate concepts which would provide additional on-street parking, traffic calming and improve pedestrian walkability along Euclid Avenue north of El Cajon Boulevard.

- Prepared an existing parking and street condition study, report and database.
- Partnering with businesses to investigate short term parking improvements.
- Informing businesses/residents of the purpose/intent of meters and time limited parking.
- Providing businesses with information regarding the goals and objectives of the program.

The Golden Hill CDC is addressing the parking needs of both shoppers and residents within the four commercial nodes of the community without adding additional parking meters. Preparing an existing on-street and off-street parking conditions study and determining needs. Investigating creative short term parking solutions specific to each node. Informing businesses and residents of the purpose and intent of meters, time limited parking and the goals and objectives of the program. Incorporating parking as an element of the area's revitalization plan.

The University Heights CDC is addressing the intense parking shortage within the commercial node of University Heights. Engaging business and property owners in a public outreach process in order to identify the areas with the greatest parking needs. Preparing an existing street parking condition study and a parking inventory database. Investigating creative short term parking improvements specific to University Heights. Informing businesses and residents of the purpose and intent of meters, time limited parking and the goals and objectives of the program. Ensuring parking needs are addressed in the area's Planned District Ordinance revisions.

Other PMD Expenditures

In addition to the above expenditures and unexpended allocations, there are other expenditures from the Parking Meter District fund. In FY 1998, the City entered into a five year lease-purchase agreement to retrofit all parking meters with electronic functions. Electronic meters are more reliable than mechanical meters. The new meters allow for a precise measurement of parking meter revenue on a per-meter bases and will enhance each PMD's data collection for planning localized improvements. The lease-purchase agreement has an annual cost of \$227,000 and expires at the end of FY 2002. This expenditure is summarized in Attachment 3.

Parking and Mobility Task Force

The Task Force researched policies, procedures and standards which impact the annual funding of the Parking Meter District program to include: requests for on-street parking and street improvements; removing abandoned curb-cuts (driveways); installing on-street parking spaces and curb designation regulations; placement of parking meters; mobility and pedestrian enhancements, and public information regarding parking. The summary report from the Parking and Mobility Task Force is Attachment 4.

DISCUSSION

To proceed in implementing Council Policy 100-18, the designated advisory boards are presenting their annual one-year plans (contractual scope and services) for the City's review. The Uptown and Mid-City PMD annual one-year plans are summarized in Attachment 2 and 3. The Parking Meter District revenue distribution based on the allocation formula in Council Policy 100-18 is shown in Attachment 1.

The City Manager recommends entering into agreements with the Uptown Partnership, El Cajon Boulevard Business Improvement Association, Golden Hill Community Development Corporation, and the University Heights Community Development Corporation for continuing plan development and plan implementation. To the extent that plan implementation requires the organization to engage in a project, then that project will require an environmental assessment, as would any other improvement project. Some actions or projects, such as property acquisition and departures (variances) from city standards will require review and approval by City Council.

Ninety-five percent of the PMD funds will be used for each District's plan development and direct implementation expenses and five percent of the total Program budget will be allocated to cover the City's direct costs involved in implementing the Program (after deducting the parking meter retrofit cost). Unexpended funds are returned to the parking meter revenue fund for subsequent reallocation in preceding fiscal years at the City Councils option.

The following are the direct City costs involved in implementing the Program and itemized in Attachment 1:

- Review and analysis of long term financing options, provided through the Financing Services Division, budgeted at \$12,500 per year;
- Overall program coordination, provided through the Economic Development Division's Special Projects, estimated at \$89,000 per year, including contract administration and monitoring, annual revenue tracking and budgeting, plan coordination, and serving as each implementing

entity's City liaison regarding planning, engineering, financing, landscape maintenance, and other issues;

Other incidental charges, budgeted at \$12,344 per year, to include City Attorney, Real Estate Assets, Auditor review of specific projects to be implemented, and a public information addressing on-street parking, parking meters and the City's parking meter card.

ALTERNATIVES

1. Do not allocate PMD funds according to the provisions of Council Policy 100-18, and do not authorize the City Manager to negotiate and execute agreements regarding Parking Meter District 2 (Uptown) and Parking Meter District 3 (Mid-City).
2. Allocate PMD funds according to the provisions of Council Policy 100-18, but direct the Manager to negotiate and execute implementation agreements with alternative organizations regarding Parking Meter District 2 (Uptown) and Parking Meter District 3 (Mid-City).

Respectfully submitted,

Hank Cunningham
Director, Community and
Economic Development Department

Approved: Bruce A. Herring
Deputy City Manager

CUNNINGHAM/JVK/TWR

- Attachments: 1. Annual one-year Plan, District 2; Uptown Partnership.
2. Annual one-year Plan, District 3; El Cajon Blvd BID, Golden Hill CDC and University Heights CDC.
3. Prior and Proposed Parking Meter Revenue Allocations.
4. Report from Parking and Mobility Task Force.