

DATE ISSUED: October 23, 2002 REPORT NO. 02-247

ATTENTION: Public Safety and Neighborhood Services Committee;
Agenda of October 30, 2002.

SUBJECT: Parking Meter Districts (PMDs)

REFERENCE: Manager's Report No. 01-210, dated October 3, 2001; Manager's Report No. 01-023, dated February 2, 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 CCDC and 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 funds, with 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, established 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 provides for a Parking Meter District to retain forty-five percent (45%) of the parking meter revenues collected within its area. These funds are to be used for improvement and activities that increase the availability, supply and effective use of parking to residents, visitors and employees within the area in which the meter is located. Funds may be used for parking supply (parking structures, surface lots, valet parking, etc.), signage, marketing and communication of parking locations, landscaping, maintenance, and security purposes.

The City Council has established three PMDs - District 1 (Downtown), District 2 (Uptown), and District 3 (Mid-City). Council 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 advisory boards develop and annually present to the City annual one-year improvement plans.

On February 2, 2001, the 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 the PMDs. The objective of the task force was to establish a dialogue between the City and PMDs on policies, procedures and standards which must be considered when PMDs develop and implement solutions to parking and pedestrian mobility issues. The Task Force was comprised of representatives from the PMDs and involved City departments. The Task Force reported back to the PS&NS Committee at the last PMD review on October 10, 2001 and was requested to 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-on-Market) at Sixth Avenue and Market Street. Pursuant to the bond indenture, CCDC receives a portion of the 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:

Continuous

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

- \$ Develop and maintain a public information website (www.ccdc.com) to provide information on parking opportunities in the Downtown area.
- \$ Manage the Downtown Information Center. The Center distributes maps, offers tours of the downtown area, and provides ongoing parking/pedestrian support to local area visitors, businesses and residents.
- \$ Establish self-guided walking tour maps. The walking tour of Little Italy is completed with other downtown neighborhood walking tours in development.

In Process

- Installation of 62 parking meters in the Marina District to increase the turnover of parking and provide a better use of on-street parking to businesses. CCDC will be responsible for 45% of the installation cost of the meters (\$23,000) and the City will be responsible for the remainder (\$28,000).
- \$ 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).
- A parking garage (Park It On Market South) located on the 55,000 square foot site bounded by Market Street, Seventh, Eighth and Island avenues. The garage will feature 980 parking spaces and 6,000 square feet of retail space in a 7-story structure including a basement level. Interim surface improvements permit 187 surface parking spaces prior to garage construction. Construction is anticipated to begin in 2005.
- A 1,230-space parking structure (R7) is planned for the full block bounded by 6th and 7th avenues and K and L streets. 230 basement level spaces would be dedicated to the Omni Ballpark Hotel south of L Street. This project is expected to break ground in early 2003. The project will be a public-private venture.
- \$ Phase Two of the India Street Improvement Project to replace the curbs, gutters and sidewalks on India Street from Grape to Laurel streets. The project includes new street trees, landscaping, and streetlights.
- Future projects include parking structures “Fifth and Broadway”, and “Columbia and C”.

Completed

- A “wayfinding” program (directional signage) was established throughout the downtown area in late 1999
- Phase One of the India Street Improvements increased neighborhood parking by converting parallel parking spaces to angled (diagonal) parking spaces on the east side of the street.
- \$ Residential Permit Parking studies for Little Italy and Cortez Hill to test the need for and appropriateness of residential parking permits in these downtown districts.

UPTOWN: Parking Meter District Two

The City Council designated Uptown Partnership, Inc., a California non-profit corporation, as the advisory board and fiscal agent for the Uptown Parking Meter District (District 2). Uptown Partnership, Inc. 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 of this report.

The following activities have been facilitated with Uptown PMD funds:

Continuous

- \$ Manage the Uptown Information Kiosk - a public information service at 5th and University Avenue which sells parking meter cards, monthly bus passes, universal transit tokens, and provides transit and tourist information.
 - * During the last PMD contract term, the Uptown PMD had monthly sales of approximately 7,000 hours of pre-paid parking meter cards, 1,700 hours of additional parking meter time with the reloading terminals and over \$12,000 in bus passes per month.
- \$ Establish locations to sell parking meter cards. There are currently seven (7) locations.
- \$ Fund and develop a parking meter card reloading program with the Parking Management Division to add extra time to existing parking meter cards. Establish locations within the Uptown area with reloading terminals. There are currently four (4) locations with reloading terminals. To date, the Uptown PMD has sold over \$20,000 in reloading time. Assist with the implementation of reloading terminals in other PMDs.
- \$ Sponsored, and will annually sponsor, a utility box art project to enhance the business and pedestrian environment within Uptown, bringing the total number of utility boxes painted in Hillcrest to thirty-two (32).
- \$ Publishes the Uptown Community Parking Map and distributes the map to the community and throughout the City. Reprinted in May 2002.
- \$ Distributes a bi-monthly newsletter with an approximate circulation of 2,000.
- \$ Developed and maintains a public information website (www.uptownpartnershipinc.org) to provide information on parking opportunities in the Uptown area
- \$ Maintains an office and provides ongoing parking/pedestrian support to local area businesses and residents.
- \$ Actively participating in the PMD Parking & Mobility Task Force.

In Process

- \$ Developing a wayfinding signage program to direct vehicles from entry points into the neighborhood to off-street parking facilities and from the neighborhood to access points for Interstate 163. First Phase of signage to begin installation in October 2002.
- \$ Preparing an existing parking inventory and street condition study for the Uptown business core. This study is being conducted by a consultant as a result of an RFP process. The study also includes a mapping of the core Uptown area, forecasting of future parking demand and the evaluation of employee parking needs.
- \$ Developing self-guided walking tour maps to promote the benefits of walking.
- \$ 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.

Completed

- \$ Funded and installed a “multi-space” parking meter demonstration project on the 1400 block of University Avenue with Traffic Engineering and Parking Management Division. The multi-bay meter was installed on May 29, 2002.
- \$ Coordinated and hosted “Feet First” walking tours within the Uptown area to discuss and assess the pedestrian environment. Also hosted a community forum to discuss the benefits of walkable communities.

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 organizations has flexibility to institute its own parking and pedestrian improvement plans to support 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.

- Promotes and sells Pre-Paid Parking Meter cards at the El Cajon Blvd BIA office and at neighborhood events.
- \$ Developing a program to encourage commercial property owners in the district to replace, at no cost, abandoned curb cuts (driveways) to allow for additional on-street parking.
- Collecting information about In Lieu Parking Fee Programs offered by other areas.
- Participating in the Normal Heights “Safe Routes to School” program.
- \$ Partnering with businesses to investigate short term parking improvements.
- \$ Funding pedestrian and landscaping improvements adjacent to a public parking lot on Adams Ave.
- \$ Informing businesses/residents of the purpose/intent of meters and time limited parking.
- \$ Providing businesses with information regarding the goals and objectives of the Parking Meter District program.
- \$ 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.
- \$ Preparing an existing parking and street condition study, report and database.

\$ Actively participating in the PMD Parking & Mobility Task Force.

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.

- Engaged the services of a consultant to complete a study for traffic flow and the effects to emergency response times pertaining to the 25th Street Fire Station in an effort to gain support of the San Diego Fire Department for reconfiguration of the 25th Street business corridor. Street improvements proposed include installation of diagonal parking and reduction of the current 4 lane configuration to a 3 lane configuration. The results of the study are currently being reviewed by the City of San Diego Traffic Engineering Department.
- \$ 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.
- \$ Actively participating in the PMD Parking & Mobility Task Force.

The University Heights CDC is addressing the intense parking shortage within the commercial node of University Heights.

- Promotes and sells Pre-Paid Parking Meter cards at the University Heights CDC office and at University Heights neighborhood events.
- \$ Actively participating in the PMD Parking & Mobility Task Force, University Avenue Traffic Calming Steering Committee and Neighborhood Code Compliance Parking Issues Task Force.
- Continuing collaboration with the Greater North Park Community Planning Committee Transportation Subcommittee. (Priority project: Evaluate a raised or “table top” crosswalk with a pedestrian refuge from the southwest corner of Adams and Florida to the entryway of the Trolley Barn Park.)
- \$ Continuing with Part II of a Parking & Mobility Study, including an existing street parking condition study and a parking inventory database.
- \$ Developing an informational website to inform the public of parking opportunities within the University Heights community.
- \$ Ensuring parking needs are addressed in the area’s Planned District Ordinance revisions.
- Completed Part I of a Parking & Mobility Study along Park Boulevard between Meade, Adams Ave and Georgia Street on the east and North Avenue on the west. As a result, requested cost estimates from Traffic Engineering for phased mid-street median with angled parking on North Ave between Adams and Meade (in order to substantially increase the number parking spaces).
- Coordinated and participated in a Traffic Issue Workshop meeting with the University Heights Community Association.

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 basis and enhance each PMD's data collection for planning localized improvements. The lease-purchase agreement had an annual cost of \$227,000 and the last payment on the lease was made during 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 which 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. One of the goals of the Parking Task Force is to incorporate what is learned from the PMDs to improve policy and procedure citywide. The summary report from the Parking and Mobility Task Force is Attachment 4.

Community and Economic Development Department

CED staff not only administers the existing Parking Meter District Program, but actively responds to parking meter district inquiries from other areas. Parking Meter District Program staff members are currently collaborating with other City departments on projects relating to visitor parking in the community of La Jolla, the North Park Redevelopment Project Area and others. CED staff is also evaluating methods for increasing the usage of the Pre-Paid Parking Meter Cards. These cards are a useful tool for making parking meters more accessible to the public. There have been requests from vendors of the Pre-Paid Parking Meter Cards for an incentive program, whereby vendors of the parking meter card would receive nominal compensation to sell the cards in an effort to increase the availability of the cards to the public. Currently, about 5% of all parking meter revenue is generated from Pre-Paid Parking Meter Cards. CED staff will work with existing Parking Meter Districts to increase this percentage and will be evaluating the potential for a vendor incentive or validation-type program.

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 Attachments 1 and 2. The Parking Meter District revenue distribution based on the allocation formula in Council Policy 100-18 is shown in Attachment 3.

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/or 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 administering the Program. Unexpended funds are returned to the parking meter revenue fund for subsequent reallocation in following fiscal years at the City Council's option.

The following are the direct City costs involved in implementing the Program and itemized in Attachment 3:

- \$ 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 district'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 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

APPROVED: Bruce Herring
Deputy City Manager

CUNNINGHAM/JVK/MRS

- Attachments: [1. Strategic Mobility Plan and Budget: Uptown Partnership, Inc.](#)
[2. Annual One-Year Plan and Budget:](#)
[\(a\) El Cajon Blvd BIA](#)

- (b) University Heights CDC
- (c) Golden Hill CDC
- 3. Prior and Proposed Parking Meter Revenue Allocations
- 4. Report from Parking and Mobility Task Force