

DATE ISSUED: June 22, 2005 REPORT NO. 05-150

ATTENTION: Honorable Mayor and City Council;  
Docket of June 27, 2005

SUBJECT: Community Parking Districts (CPDs)

REFERENCE: Manager's Report 05-100, dated April 15, 2005; Manager's Report 03-213, dated October 22, 2003; Council Resolution R-289520; Manager's Report 04-214; Council Resolution R-299836; Council Policy 100-18 ("Community Parking District Policy")

SUMMARY

Issue - Shall the City Council adopt a Resolution consistent with the provisions of Council Policy 100-18 (the Community Parking District Policy) to apportion FY 05 Community Parking District (CPD) funds to each of City's three CPDs, allocate funds for associated administrative costs and direct the Manager to execute agreements with designated advisory boards to facilitate the expenditure of FY 05 CPD funds, plus any prior year amounts.

Manager's Recommendation - Adopt a Resolution consistent with the provisions of Council Policy 100-18 (the Community Parking District Policy) to apportion FY 05 CPD funds to each of City's three CPDs, allocate funds for associated administrative costs and direct the Manager to execute agreements with the designated advisory boards to facilitate the expenditure of FY 05 CPD funds, plus any prior year amounts.

Land Use and Housing Committee Recommendation – On April 20, 2005, the Land Use and Housing Committee conducted a review of the Community Parking District Program. Manager's Report 05-100 was presented for review at that time. The Committee voted to support the Manager's Recommendation.

Other Recommendations – None

Fiscal Impact - None by this action. If approved, this action would allocate parking meter revenues that the City Council has already appropriated in the FY 05 budget.

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, adopted 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 was recently amended by City Council action on November 15, 2004. The Policy provides for a Community Parking District (CPD) to retain forty-five percent (45%) of the parking meter revenues collected within its boundaries. In FY 04, parking meter rates were increased by \$0.25 per hour and the City Council waived the revenue allocation provisions of Council Policy 100-18 for one year to provide that 45% of the additional quarter not be distributed to the respective Community Parking Districts and instead be retained by the City to support General Fund parking management cost recovery. Community Parking District funds are to be used for improvements and activities that increase the availability, supply and effective use of parking to residents, visitors and employees within the area in which the meters are located. Funds may be used for parking supply (parking structures, surface lots, etc.), signage, marketing and communication of parking locations, and extraordinary landscaping and security purposes.

The three (3) existing Community Parking Districts are: District 1 (Downtown), District 2 (Uptown), and District 3 (Mid-City). At this point in time, parking meters are the sole source of Community Parking District revenues for each of these districts. Council Policy 100-18 requires that the Community Parking District Advisory Boards develop and present to the City an annual improvement plan.

**DOWNTOWN Community Parking District**

City Council designated the management of the Downtown Community Parking District to the Centre City Development Corporation. The Downtown Community Parking District obtains community input and incorporates such input into the management of the District via public meetings of the Downtown Parking Management Group, the CCAC Parking and Transportation Subcommittee, and the Centre City Advisory Committee (CCAC).

Since the inception of the Downtown Community Parking District in 1997, CCDC has expended approximately \$8.4 million in parking meter revenues. These funds, when combined with and leveraged with tax increment revenues, have contributed to the development of over 1,700 new off-street, public parking spaces downtown. The annual improvement plan for the Downtown Community Parking District can be found at Attachment 2 of this report. The following highlights some of the activities facilitated with Downtown CPD funds since the program’s last

report to City Council:

- 6<sup>th</sup> & K Parkade parking structure (formerly known as the R7 garage) containing 1,230-parking spaces in seven levels located on the full block bounded by Sixth and Seventh avenues and K and L Streets. The Parkade opened for business on August 20, 2004. Through FY 05, approximately \$3.5 million in Parking District funds have been dedicated for the design, construction and debt service for this structure.
- Residential Permit Parking Program in Cortez Hill was approved by the City Council on October 21, 2003 (R-298526).
- Parking inventory of public and private parking in the downtown area was completed and found approximately 59,700 public parking spaces in the Downtown area at the time of the study. Since completion, an additional 6,333 of 8,033 spaces under consideration have become available for use.
- In May 2004, the Downtown Information Center began selling pre-paid parking meter cards. There is also a reloading terminal at that location, so the cards can be refilled.
- CCDC also continues to operate the Park-It-On-Market North parking structure with 501 parking spaces serving the Gaslamp Quarter and East Village.

### **UPTOWN Community Parking District**

The City Council designated Uptown Partnership, Inc., a California non-profit corporation, as the advisory board and fiscal agent for the Uptown Community Parking District. Their annual plan is summarized in Attachment 3 of this report and it includes their contract budget for Fiscal Year 2005, as well as information regarding how they solicit and incorporate community input into the management of their district.

The following highlights some of the activities facilitated with Uptown CPD funds since the program's last report to City Council:

- Conducted an inventory of on-street, curb parking which successfully yielded sixteen (16) additional on-street parking spaces.
- Hosted a Parking Summit with over 70 participants to discuss parking management strategies and create a vision for parking in Uptown.
- Continued its work to identify a location for a parking structure in the Uptown Area.
- Continued its support of the pre-paid parking meter card and reloading program.
- Partnered with the Hillcrest Association to provide additional on-street parking and improve pedestrian walkability along University Avenue and Normal Street (designating \$30,000 of a budgeted \$123,000 to fund a street lighting project to enhance public safety for on-street parking.)
- Sponsored several pedestrian mobility projects to reduce parking demands. These projects include: the utility box art project to enhance the business and pedestrian environment within Uptown [total number of utility boxes painted - 97]; "Feet First" walking tours; the second annual "Feet First" Walking, Health and Fitness Fair; and the "Be Alert" Pedestrian Safety Campaign.
- Distributed a quarterly newsletter with an approximate circulation of 2,000.

### **MID-CITY Community Parking District**

Because of the dispersed location of parking meters within the Mid-City CPD, and the unique characteristics of each community within which meters are located, the City Council approved a community-by-community Advisory Board organizational structure.

Three community-based organizations within the Mid-City CPD are designated as fiscal and administrative agents. The Golden Hill Community Development Corporation and the University Heights Community Development Corporation serve their specific communities, and the El Cajon Boulevard Business Improvement Association serves the remainder of the parking district. Each of these community-based organizations has flexibility to institute its own parking improvement plans to support community businesses and residents. Their annual plans are summarized in Attachment 4A, 4B and 4C; each includes their contract budget for Fiscal Year 2005, as well as information regarding how they solicit and incorporate community input into the management of their district.

The following highlights some of the activities facilitated with Mid-City CPD funds since the Program's last report to City Council:

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. Since the program's last report to City Council, they have:

- Dedicated \$60,000 to 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.
- Conducted a Transit Survey of 900 businesses within the district.
- Researched the redesign of Hawley Boulevard to increase parking inventory and improve safety.
- Investigated concepts that would provide additional on-street parking, traffic calming and improve pedestrian walkability along Euclid Avenue, north of El Cajon Boulevard, in conjunction with the Kensington/Talmadge Community Planning Committee and the Talmadge Beautification Committee.
- Continued to promote and sell Pre-Paid Parking Meter cards at the El Cajon Blvd BIA office, participating local businesses (like the Regional Transportation Center), and at neighborhood events.

The University Heights CDC is addressing the intense parking shortage within the commercial node of University Heights. Since the program's last report to City Council, they have:

- Continued collaboration with the Greater North Park Community Planning Committee Transportation Subcommittee to implement 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 and to install a traffic calming median on Mission Avenue to slow traffic coming from Texas Street. Both the crosswalk and the median were installed at the end of

October/early November 2004.

- Worked with the recently established University Heights Community Association's "Zone Watch" Program to operate a conflict resolution program for parking and traffic issues under the conflict resolution program entitled "RYD (Resolve Your Dispute)".
- Continued to promote and sell Pre-Paid Parking Meter cards at the University Heights CDC office and at University Heights neighborhood events.

The Golden Hill CDC is addressing the parking needs of both shoppers and residents within the commercial nodes of the community, without adding additional parking meters. Since the program's last report to City Council, they have:

- Made ongoing progress with a consultant to complete conceptual designs for potential parking and streetscape reconfigurations for the 25<sup>th</sup> Street Commercial Corridor. These designs are being reviewed with the City Transportation Engineering Department, Fire Department and the local Community Planning Committee.
- Worked with volunteers to distribute surveys and analyze the possibility of one-way traffic on B and C Streets to improve on-street parking availability in conjunction with the reconfiguration of 25<sup>th</sup> Street.
- Implemented the Commercial Curb Improvement Program, which provides up to \$1,000 in assistance for local businesses to improve street parking by reducing or closing underutilized curb cuts. Up to 25% of the project cost will be covered by this program and funding is available on a first come first served basis. Assistance has been requested to obtain a permit that would cover all program applicants to avoid the lengthy permitting process.

### **Parking Meter Districts - Task Force Involvement and New Citywide Advisory Board**

On February 2, 2001, the Public Safety and Neighborhood Services (PS&NS) 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 request from the parking district advisory boards. The objective of the task force was to establish a dialogue between the City and Parking Districts on policies, procedures and standards which must be considered when developing and implementing solutions to parking and pedestrian mobility issues. The Task Force was comprised of representatives from the parking districts and involved various City departments. The Task Force reported back to the PS&NS Committee on October 10, 2001, October 23, 2002 and January 14, 2004.

On June 23, 2003, City Council established a separate Manager's Parking Task Force to address issues such as: meter rates and time limits, meter hours and days of service, additional meter installations, additional parking lots and structures, parking rates at city owned facilities, employee parking facilitation, residential parking permits, new parking citation hardware and software and electronic parking meters. Each of the three designated Community Parking Districts had a representative on this Task Force and the Community Parking District Program Administrator also served as support staff for the Task Force.

On November 15, 2004, the final recommendations of the Manager's Parking Task Force were

approved by City Council. The City Council also approved the creation of a new citywide Parking Advisory Board and dissolved both the Manager's Parking Task Force and the Parking & Mobility Task Force. Manager's Report 04-238 defines the structure and focus of the new Parking Advisory Board.

## DISCUSSION

In accordance with Council Policy 100-18, the designated advisory boards are presenting their annual implementation plans for the City's review. Attachment 1 includes a history of the Parking District allocations in years past and the recommended allocation of the FY 05 revenues. It is recommended that the City enter into agreements with the Uptown Partnership, El Cajon Boulevard Business Improvement Association, the University Heights Community Development Corporation, and the Greater Golden Hill Community Development Corporation for continuing plan development and plan implementation. It is also recommended that the City Council authorize the City Manager to execute FY 06 contracts with the Parking Districts, including the FY 05 individual district allocations and any prior year unexpended funds. The meter revenues shared with CCDC as the advisory board for the Downtown Parking District are traditionally reviewed and approved by City Council in CCDC's annual budget document.

To the extent that plan implementation requires any of these organizations to engage in a specific 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 total Community Parking District Program appropriation will be used for each District's plan development and direct implementation expenses. Five percent of the total Program appropriation will be allocated to the City's direct administrative costs of the Program. Unexpended revenues are returned to the Community Parking District Program fund for subsequent reallocation in following fiscal years at the City Council's option.

Following is a list of the direct City costs involved in implementing the Program and itemized in Attachment 1:

- Overall program coordination, provided through the Community and Economic Development Department, Economic Development Division's Special Projects Unit, estimated at \$89,000 per year. This includes, but is not limited to: contract administration and monitoring; annual revenue tracking and budgeting; plan coordination; responding to community inquiries regarding the formation of new Community Parking Districts; attending community and advisory board meetings; serving as each district's City liaison regarding planning, engineering, financing, landscape maintenance; and providing staff support to the citywide Parking Advisory Board.
- Review and analysis of long term financing options, provided through the Financing Services Division, budgeted at \$12,500 per year;

- Other department costs, 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 pre-paid parking meter card. For example, the design and production of the “Parking 101” brochure was paid for with these administrative revenues.

CONCLUSION

The Community Parking District Advisory Boards should be acknowledged for their efforts in the management of their individual districts and for their contributions to develop and implement citywide parking solutions.

It is recommended that the City Council adopt a Resolution consistent with the provisions of Council Policy 100-18 (the Community Parking District Policy) to apportion FY 05 CPD funds to each of City's three CPDs, allocate funds for associated administrative costs and direct the Manager to execute agreements with the designated advisory boards to facilitate the expenditure of FY 05 CPD funds, plus any prior year amounts.

ALTERNATIVES

1. Do not allocate Community Parking District funds for expenditure according to the provisions of Council Policy 100-18, and do not authorize the City Manager to negotiate and execute agreements for the Uptown Community Parking District and the Mid-City Community Parking District.
2. Allocate Community Parking District funds according to the provisions of Council Policy 100-18, but direct the Manager to negotiate and execute implementation agreements with alternative advisory organizations for the Uptown Community Parking District and the Mid-City Community Parking District.

Respectfully submitted,

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Hank Cunningham  
Director, Community and Economic  
Development Department

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APPROVED: Ellen Oppenheim  
Deputy City Manager

CUNNINGHAM/JK/MS

- Attachments:
1. [Community Parking District \(CPD\) Allocation and Contract History](#)
  2. [Annual Implementation Plan, including utilization of FY 05 Parking District Revenues: CCDC](#)
  3. [Annual Implementation Plan and FY 05 Budget: Uptown Partnership, Inc.](#)
  4. [Annual Implementation Plan and FY 05 Budget:](#)
    - (a) [El Cajon Blvd BIA](#)
    - (b) [University Heights CDC](#)
    - (c) [Golden Hill CDC](#)