

SCOPE OF SERVICES (2002-2003)
University Heights Community Development Corporation
(One-Year Implementation Plan)

A. STRATEGIC PLANNING

The Contractor, University Heights CDC, has retained a qualified parking consultant, in order to prepare a University Heights Parking and Mobility Strategy Plan.

Part II of the University Heights Parking and Mobility Strategy Plan will concentrate on improvements to pedestrian and traffic circulation along Park Boulevard and Adams Avenue. It will contain the following information:

- a. Preliminary implementation plans that identify, by distinct area and by priority, solutions and recommendations.
- b. Cost estimates for each recommendation or action/project.
- c. General scope of work scenario for each action or project which clearly identifies all steps involved in the approval process prior to implementation.
- d. Timing and phasing plans for each action or project.

A document reflecting the results of each Part II of the above will be completed by the consultant and/or by the University Heights CDC within the time of this Agreement, with a copy provided to the City.

The University Heights CDC will continue its collaboration with other committees, boards and task forces to pursue improved parking, transit, traffic circulation, and pedestrian mobility issues. These collaborations include, but are not limited to:

- a. Greater North Park Community Planning Committee Transportation Subcommittee
- b. Parking Meter District Parking & Mobility Task Force
- c. City of San Diego Neighborhood Code Compliance Parking Issues Task Force
- d. Planned District Ordinance Task Force

B. PUBLIC INFORMATION

The University Heights CDC will continue its public information plan to: (1) encourage efficient use of on-street parking and (2) increase on-street parking. The plan may include, but is not limited to:

1. Flyers and newsletters to inform businesses, employees and property owners about the purpose and intent of time limited and metered on-street parking;
 - a. Establishing a business directory for University Heights to include a map of parking areas.
 - b. Providing shuttle transportation to increase accessibility for the Taste of University Heights event

2. Door-to-door discussions with business and property owners;
3. Newspaper and other print advertising
4. Continuing to promote and sell Pre-Paid Parking Meter Cards

University Heights CDC shall complete the above plan through its own staff, and will implement the plan through its own staff. University Heights CDC shall ensure that the City obtains a copy of every public information piece produced pursuant to this Agreement, properly crediting the City.

The University Heights CDC will develop an informational website to support its public information plan using its own staff, volunteer assistance or by hiring a qualified consultant.

The University Heights CDC will initiate a walk to identify pedestrian and traffic conflicts along Park Boulevard from the intersection north on Park Boulevard to Adams Avenue down to the Trolley Barn Park.

C. PUBLIC IMPROVEMENTS

University Heights CDC may issue bids for and secure the services of a qualified engineer and landscape architect in order to prepare preliminary plans and other documents identified in the University Heights Parking and Mobility Strategy Plan (Part I). The plan may require the following professional services, but is not limited to:

1. Diagonal on-street parking plans and improvements.
2. Traffic and pedestrian signage plans and improvements.
 - a. Evaluate traffic calming improvements for the Normal Street, El Cajon Blvd and Park Blvd intersection
 - b. Study feasibility of a shuttle program with Diversionsary Theatre and restaurants in the area
3. Sidewalk and/or curb and gutter plans and improvements.
 - a. Proceed with feasibility study of the North Avenue mid-street median project
4. Street and/or pedestrian lighting plans and improvements.
5. Street tree plans and planting.
6. Explore opportunities for a public/private partnerships.
7. Enhance commercial on-street parking.

A report reflecting the results of each part of the above will be completed by the University Heights CDC within 30 days after the end of this Agreement, with a copy provided to the City. Contractor may withhold final payment to consultant until such document is delivered.

D. ADMINISTRATION

University Heights CDC (contractor) activities will include: general operations; purchasing/leasing office equipment to execute program; leasing office space; circulating petitions; working with property owners; contract management (oversight of consultants); staffing board meetings;

preparing meeting notices and minutes; research; data organization; maintain study database (computer system); advertising; publicity; compliance with contract reporting requirements; reimbursement requests; development of data maintenance protocols and oversight of student intern activities.

In order to address conflicts arising from an increase in parking and traffic issues within the University Heights area the UH-CDC will operate a conflict resolution program entitled RYD (Resolve Your Dispute).

**UNIVERSITY HEIGHTS CDC
PARKING METER DISTRICT BUDGET (2002 – 2003)**

PROGRAM / PROJECTS	4Q - 2002	1Q - 2003	2Q - 2003	3Q - 2003	BUDGET
A. STRATEGIC PLANNING					
Research Assistant	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 4,000
Parking & Mobility Strategy Plan, Part 2	\$ 2,500	\$ 2,500	\$ 2,500	\$ 5,000	\$ 12,500
B. PUBLIC INFORMATION					
Public Outreach & Advertisement	\$ 5,000	\$ 250	\$ 250	\$ 250	\$ 5,750
C. PUBLIC IMPROVEMENTS					
Professional Services; Engineering & Landscape Architect	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 4,000
Parking & Traffic Circulation	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 4,000
D. ADMINISTRATION					
Staffing (<i>UH-CDC staff</i>)	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 4,000
Office, Misc	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 12,000
Equipment, Database Management	\$ 3,500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 6,500
OPERATIONAL BUDGET	\$ 18,000	\$ 10,750	\$ 10,750	\$ 13,250	\$ 52,750
Reserve	\$ 20,000	\$ 20,000	\$ 20,000	\$ 17,550	\$ 77,550
TOTAL BUDGET	\$38,000	\$30,750	\$30,750	\$30,800	\$ 130,300