

**Mid-City Parking Management District**  
**El Cajon Blvd Business Improvement Association**  
**2003 – 2004 Scope of Services**

**STRATEGIC PLANNING**

Contractor will, in conjunction with selected consultants, continue to develop and implement the Mid-City Parking Management District Strategic Plan including:

Parking Enhancement activity

- Parking and street condition study, report and database
- Time limit parking, permit parking and angle parking
- Redevelopment project activity
- MCTIP Urban design Plan recommendations
- Community Plan recommendations

Finance

- Augment meters and meter revenue
- Establish in lieu fee schedule

Zoning

- Zoning code revisions where warranted
- Encourage use of existing garages for automobiles

**PUBLIC INFORMATION**

Contractor will, in conjunction with selected consultants, continue public relations activity including development of printed materials, articles, surveys, and personal contacts. The goal of the public relations activity is to: expand the use of parking meters, increase the number of parking meters, and increase the amount and accessibility of parking within the area. Activities include, but are not limited to:

- Promoting and selling the Pre-Paid Parking Meter cards
- Conducting a survey of business owners regarding parking needs
- Producing a newsletter for distribution to the local business community and adjacent resident groups.

**PUBLIC TRANSPORTATION**

Contractor will, in conjunction with selected consultants, assist in coordination of community based evaluation of various related activities including the MCTIP Urban Design Plan, redevelopment activity, and transit agency activities as a method of reducing parking demand, and specifically:

- Recommend Transit First strategies
- Evaluate impact of Showcase Project on parking demand
- Recommend a traffic and circulation strategy
- Prepare a pedestrian enhancement plan

## **PUBLIC IMPROVEMENTS**

Contractor will, in conjunction with selected consultants, and in cooperation with the City of San Diego, initiate further public improvement activity including:

- Identification of focused enhancement projects (such as abandoned curb-cut replacement, redesign of Euclid Avenue north of El Cajon Boulevard and redesign of Hawley Blvd)
- Off-street parking reservoir development
- Pedestrian curb extensions development
- Replacement of parking aprons with enhanced parking
- Implementation of directional signing program.
- Prepare schematic plans

## **ADMINISTRATION**

Contractor will, with use of staff and appropriate technical expertise, oversee the general operations, contract management and reporting, outreach, and meeting coordination.

Also, technical assistance will be used as needed to assist with data collection and maintenance, fieldwork, and program oversight.

**Mid-City Parking Management District  
El Cajon Blvd Business Improvement Association  
2003 – 2004 Budget**

<b>Parking Enhancement</b>		<b>\$ 48,000</b>
Parking Enhancement	\$ 24,000	
Finance	\$ 12,000	
Zoning	\$ 12,000	
<b>Public Information</b>		<b>\$ 30,000</b>
<b>Public Transit</b>		<b>\$ 54,000</b>
Transit First	\$ 12,000	
Showcase Project	\$ 12,000	
Traffic Control	\$ 12,000	
Pedestrian Enhancement	\$ 18,000	
<b>Public Improvements</b>		<b><del>\$276,000</del> 347,000</b>
Focused Enhancements	\$ 40,000	
Capital Improvements	<del>\$236,000</del> 307,000	
<b>Administration</b>		<b>\$ 36,000</b>
Staff	\$ 10,000	
Technical Assistance	\$ 18,000	
Non-personnel	\$ 8,000	
<b><u>Operations Budget</u></b>		<b><u><del>\$444,000</del> 515,000</u></b>
<b>Reserve</b>		<b>\$ 30,000</b>
<b><u>TOTAL</u></b>		<b><u><del>\$474,000</del> 545,000</u></b>

*The revision/strike-out is due to the resolution of a discrepancy in the Mid-City Parking Meter District Fund 70304.*