

Mid-City Community Parking District
El Cajon Blvd Business Improvement Association
Annual Implementation Plan
2004 – 2005

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

- 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
- Implement in lieu fee schedule

Zoning

- Zoning code revisions where warranted
- Maximize availability of off-street parking

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.

PUBLIC TRANSPORTATION

Contractor will, in conjunction with selected consultants, assist in coordination of community based evaluation of various related activities including the SANDAG Showcase and Network Transit projects, redevelopment activity, and other transit agency activities as a method of reducing parking demand, and specifically:

- Support appropriate Transit First strategies
- Evaluate impact of Showcase and Network Projects 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
- Off-street parking reservoir development
- Pedestrian curb extensions development
- Replacement of parking aprons with enhanced parking
- Implementation of directional signing program.
- Preparation of schematic urban design plans as they relate to parking enhancement and pedestrian safety

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.

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Budget for July 2004 – June 2005 Contract Term

Parking Enhancement		\$ 48,000
Parking Enhancement	\$ 24,000	
Finance	\$ 12,000	
Zoning	\$ 12,000	
Public Information		\$ 40,000
Public Transit		\$ 72,000
Transit First	\$ 6,000	
Showcase Project	\$ 12,000	
Network Plan	\$ 18,000	
Traffic Control	\$ 12,000	
Pedestrian Enhancement	\$ 24,000	
Public Improvements		\$327,000
Focused Enhancements	\$ 40,000	
Driveway Replacements	\$ 60,000	
Capital Improvements	\$207,000	
Administration		\$ 38,000
Staff	\$ 12,000	
Technical Assistance	\$ 18,000	
Non-personnel	\$ 8,000	
<u>Operations Budget</u>		<u>\$525,000</u>
Reserve		\$ 60,000
	<u>TOTAL</u>	<u>\$585,000</u>