



News from

Interim Mayor Todd Gloria

City of San Diego

NEWS RELEASE

For immediate release: January 22, 2014

Contact: Katie Keach, 619-235-5268

Downtown Parking Meter Changes Announced Effective March 3

Changes Requested by Businesses to Improve Turnover

SAN DIEGO (January 22, 2014) – Residents and visitors to one area of Downtown San Diego will soon see changes to local parking meter enforcement designed to improve the parking management and increase turnover for local businesses.

Meters in the Hospitality Zone will be enforced between 10:00 a.m. and 8:00 p.m. The Hospitality Zone is bordered by Broadway to the north, 7th Avenue to the east, Harbor Drive to the south, and 1st Avenue to the west.

The changes were proposed by Civic San Diego. In its role as the advisory board for the Downtown Community Parking District, Civic San Diego approved a one-year pilot program for parking meter enforcement hours to be from 10:00 a.m. to 8:00 p.m. (rather than from 8:00 a.m. to 6:00 p.m.) within the Hospitality Zone. Please see the attached Civic San Diego staff report dated June 17, 2013 for additional information.

The City of San Diego is posting notices of the enforcement changes this week, and a grace period is in effect as the transition occurs. People in violation of the new regulations through February 28, 2014 will receive warning notices; fines will be issued to violators starting March 3, 2014.

Existing commercial loading zones, shared commercial loading/taxicab zones, shared commercial loading/white passenger loading zones, and green zones with special business hours will not be changed.

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THE CITY OF SAN DIEGO

MEMORANDUM

DATE: July 29, 2013

TO: Lee Burdick, Chief of Staff to Mayor Bob Filner and
Walt Ekard, Interim Chief Operating Officer

FROM: Tom Tomlinson, Interim Director Development Services 

SUBJECT: Proposed Change to Parking Meter Operation/Enforcement Hours within the
Downtown Hospitality Zone

City staff was recently advised of a recommended **change to parking meter operation and enforcement hours**, in part of downtown San Diego referred to as the "Hospitality Zone." On June 26, 2013, Civic San Diego, in their role as the Advisory Board for the Downtown Community Parking District (CDP), approved a one-year pilot program for parking meter enforcement hours to be from 10:00 a.m. to 8:00 p.m. (rather than from 8:00 a.m. to 6:00 p.m.) within the Hospitality Zone (see attached Civic San Diego staff report dated June 17, 2013).

Staff is recommending implementation of this proposed change to parking meter operation and enforcement hours in the Downtown Hospitality Zone and is seeking authorization from the Mayor (or his designee).

Background

In March 2011 the City Council approved the Parking Meter Utilization Improvement Plan (PMUIP) which amended the Municipal Code to allow for varying rates and hours of operations for parking meters with the goal of achieving 85% utilization. Under the PMUIP, the public via the affected CPD Advisory Board makes recommendations on parking meter rates, time limits and hours of operation to help optimize use of on-street metered parking. The Mayor or his designee has the authority to then implement the recommendations consistent with the goal of achieving 85% utilization.

In the table below is the summary of the analysis from the Parking Meter Operations section on meter numbers, types, and average utilization in the Hospitality Zone for FY2013 and FY2012.

Meter Type	# of Meters	# Spaces	Utilization FY13	Utilization FY12
Single Space (mech.)	578	578	51.1%	50.9%
Multi-Space (smart)	18	156	84.5%	73.4%

The Proposal

The Hospitality Zone is the area bounded by First Avenue to Seventh Avenue and from Broadway to Harbor Drive. Currently, parking meters are enforced Monday through Saturday, 8:00 a.m. to 6:00 p.m. During the one-year pilot program, all parking meters in this area will be enforced Monday through Saturday from 10:00 a.m. to 8:00 p.m. The proposal includes a 30 day

grace period on enforcement and requires installation of sufficient signage and outreach by Civic San Diego to educate the public. The pilot program will automatically expire after one year.

Community Input

This proposal was suggested by the Downtown Parking Management Group (DPMG) which is a committee of Civic San Diego. The DPMG members represent the main constituencies in Downtown and each of them vetted this proposal with their respective groups. The DPMG roster is attached. The proposed changes were initially discussed in discussed as an information item at a publicly noticed and open meeting on April 11, 2013 and then further discussed and recommended as an action item at a noticed and open meeting on May 9, 2013.

Considerations

The intent of this proposal is for enhanced management and utilization of on-street metered spaces in the hospitality areas of Downtown which are highly congested in the evening and underutilized in the morning. Shifting hours of operation and enforcement of the meters will provide more flexibility in the morning for residents to park longer and perhaps make it easier to find parking in the evenings. There will likely be no financial impact in that instead of paying for morning parking residents will likely have to pay for evening parking for the same amount of time. It will also be easier for businesses to schedule deliveries in the morning.

In the evening, the intent is to create turnover. Employees who start their shifts in the late afternoon/early evening and previously parked at meters between 4:00 p.m. and 6:00 p.m. in order to occupy it for the evening will be discouraged from parking on-street and encouraged to use off-street parking or metered spaces slightly further away not as heavily utilized in the evening. Also, excessive driving and vehicle emissions by visitors in search of on-street metered spaces in the Hospitality Zone will be mitigated since more spaces will be available for customers. An additional study may be warranted (which would be conducted by staff) to determine parking meter utilization between 6:00 p.m. and 8:00 p.m. in the Hospitality Zone.

Since this is proposed as a pilot program, the effects of the changes can be evaluated prior to any permanent changes.

Implementation

Parking Meter Operations staff is currently working with Personnel to prepare to hire the additional staff as needed to provide meter maintenance and enforcement to cover this shift in hours of operation. The positions are already budgeted as revenue neutral in case the need arises to hire.

Tom Tomlinson
Interim Director Development Services

Attachments: 1. Civic San Diego Staff Report – June 2013 Board Meeting Item #7
2. Downtown Parking Management Group Roster

cc: Scott Chadwick, Assistant Chief Operating Officer

Lee Burdick, Chief of Staff and Walt Ekard, Interim Chief Operating Officer
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Greg Bych, Interim Chief Financial Officer
Gail R. Granewich, City Treasurer
DeeDee Alari, Revenue Collections Manager
Lieutenant Paul Connelly, San Diego Police Department
Jonathan Carey, Parking Program Manager
Meredith Dibden Brown, OSB Manager
Andrew Phillips, Vice President/CFO, Civic San Diego

Civic San Diego

Item #7

DATE ISSUED: June 17, 2013

ATTENTION: Civic San Diego
Meeting of June 26, 2013, Agenda 20

SUBJECT: Pilot Program to Change Meter Hours within the Parking District –
Downtown Community Parking District

STAFF CONTACT: Stephanie Shook, Financial Analyst/Accountant

REQUESTED ACTION: That Civic San Diego ("CivicSD"), acting as the Downtown Community Parking District Advisory Board, recommends that the City of San Diego ("City") approves and implement a year-long pilot program to change parking meter hours from 8:00am – 6:00pm to 10:00am – 8:00pm ("Pilot Program") in the area bounded by First Avenue to Seventh Avenue and from Broadway to Harbor Drive.

STAFF RECOMMENDATION: That CivicSD approves the Pilot Program.

SUMMARY: The Downtown Community Parking District (DCPD) was established to review parking related issues in order to effectively manage the existing supply of parking downtown. To assist DCPD and provide community input on parking issues, the Downtown Parking Management Group (DPMG) was established in 2004 and is comprised of downtown residents, business owners, and community organizations familiar with downtown parking issues. The Parking Meter Utilization Improvement Plan ("Parking Meter Plan") was adopted by the City Council on March 9, 2011 with the goal to utilize community input to optimize the use of on-street parking in metered areas, included in the 2011 action allowing for parking meters to operate between the hours of 7:00am and 11:00pm. The DPMG has recommended that the Pilot Program go into effect in the vicinity of the Gaslamp Quarter, the ballpark, hotels, and the Convention Center in order to increase utilization in accordance with the Parking Meter Plan, adjusting the hours of operations from 8:00am to 6:00pm to 10:00am to 8:00pm.

FISCAL CONSIDERATIONS: Accurately projecting additional net meter revenue is challenging given that the Parking Meter Plan's variables are difficult to predict at this time. The overall goal for the Pilot Program would be to achieve a target utilization of 85 percent. Should utilization rates increase, revenues should increase correspondingly.

ECONOMIC IMPACTS: None.

COMMITTEE RECOMMENDATION: On June 12, 2013, the Budget/Finance & Administration Committee ("Committee") voted 3-0 (Morgan, Evans and Baxamusa) to approve the staff recommendation.

DOWNTOWN COMMUNITY PLANNING COUNCIL: None.

OTHER RECOMMENDATIONS: None.

CHANGES SINCE BOARD COMMITTEE MEETING: This item has not changed since the Committee action noted above.

BACKGROUND

DCPD was established in order to invest in and manage public parking assets within downtown San Diego. The goal of DCPD is to increase the supply and manage the existing supply of public on-street and off-street parking. Since the establishment of DCPD, CivicSD was designated as the DCPD Advisory Board acting to plan and perform the functions as outlined in City Council Policy 100-18, which governs the activities of community parking districts. The DPMG was formed to assist CivicSD with community input related to parking issues and recommend potential solutions to improve parking efficiency.

In March 2011, the City Council adopted an ordinance to implement the Parking Meter Plan. The goals of the plan are to provide tools for better parking management including flexibility in setting rates, time limits, and hours of operation; set a parking meter utilization target rate of 85 percent; and, utilize community input to optimize the use of on-street parking in metered areas. In order to achieve the target utilization rate, the ordinance would authorize performance-based parking meter pricing and flexible meter operating hours as recommended by community based organizations. In addition, the ordinance would amend the City's Municipal Code to provide for key elements to the Parking Meter Plan, including establishing a target utilization rate of 85 percent for all City parking meters; provides that parking meters shall be operated in parking meter zones every day between the hours of 8:00am and 6:00pm, except Sundays and holidays unless otherwise determined by the Mayor; and, allows for hours of operation from 7:00am to 11:00pm including Sundays and holidays. The ordinance specifies that changes to existing parking meter rates or hours of operation must be consistent with achieving the target utilization of 85 percent based upon parking utilization data and community input as set forth in Council Policy 100-18.

DPMG has worked on multiple pilot programs in an effort to increase parking utilization downtown. The group worked to craft a pilot program focused on increasing meter utilization in low-use neighborhoods by lowering hourly rates and increasing durations for parking. It led to the creation of parking zones allowing parking up to nine hours at \$0.50 or \$0.75 per hour. In addition, multi-space "pay and display" meters allowing payment by credit card were acquired and installed by the City based on the discussions and direction of DPMG. This pilot has proved to be successful and meter utilization has increased substantially.

DISCUSSION

Based on the Council ordinance implementing the Parking Meter Plan, the DPMG would like to establish another Pilot Program in an effort to increase utilization whereby the hours of operation of certain parking meters be changed from 8:00am to 6:00pm to 10:00am to 8:00pm. The DPMG has recommended the pilot area span from First Avenue to Seventh Avenue, from Broadway to Harbor Drive based on the current meter utilization rates, demand for parking during particular business hours, and the high volume of parking meters. Attachment A is a map of the boundaries of the Pilot Program. Their recommended area and amended hours of operation is best suited to achieve the ordinance's goal of establishing a target utilization rate of 85 percent.

The Pilot Program will automatically expire in one year without the need for official action, per the request of the Gaslamp Quarter Association Board of Directors. The Pilot Program will include a 30-day grace period on enforcement with clear and specific signage to educate the public. The DPMG will monitor the progress of the Pilot Program monthly and will consider adding additional areas or extending the Pilot Program beyond one year; if the Program is deemed successful.

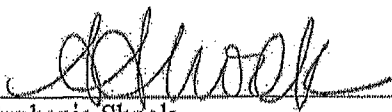
Environmental Impact: This activity is not a "project" for purposes of the California Environmental Quality Act (CEQA) because it does not fit within the definition of a "project" set forth in Public Resources Code Section 21065 or CEQA Guidelines Section 15378. Thus, this activity is not subject to CEQA pursuant to CEQA Guidelines Section 15060(c)(3). The project involves modifying the hours of existing parking meters within existing streets in the downtown area. No physical alterations are proposed as part of this project.

CONCLUSION

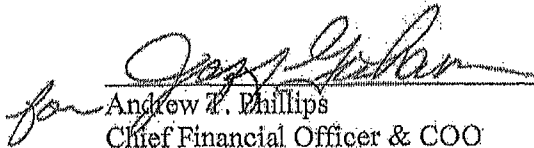
That CivicSD, acting as the DCPD Advisory Board, recommends that the City approves and implements the Pilot Program.

Respectfully submitted,

Concurred by:

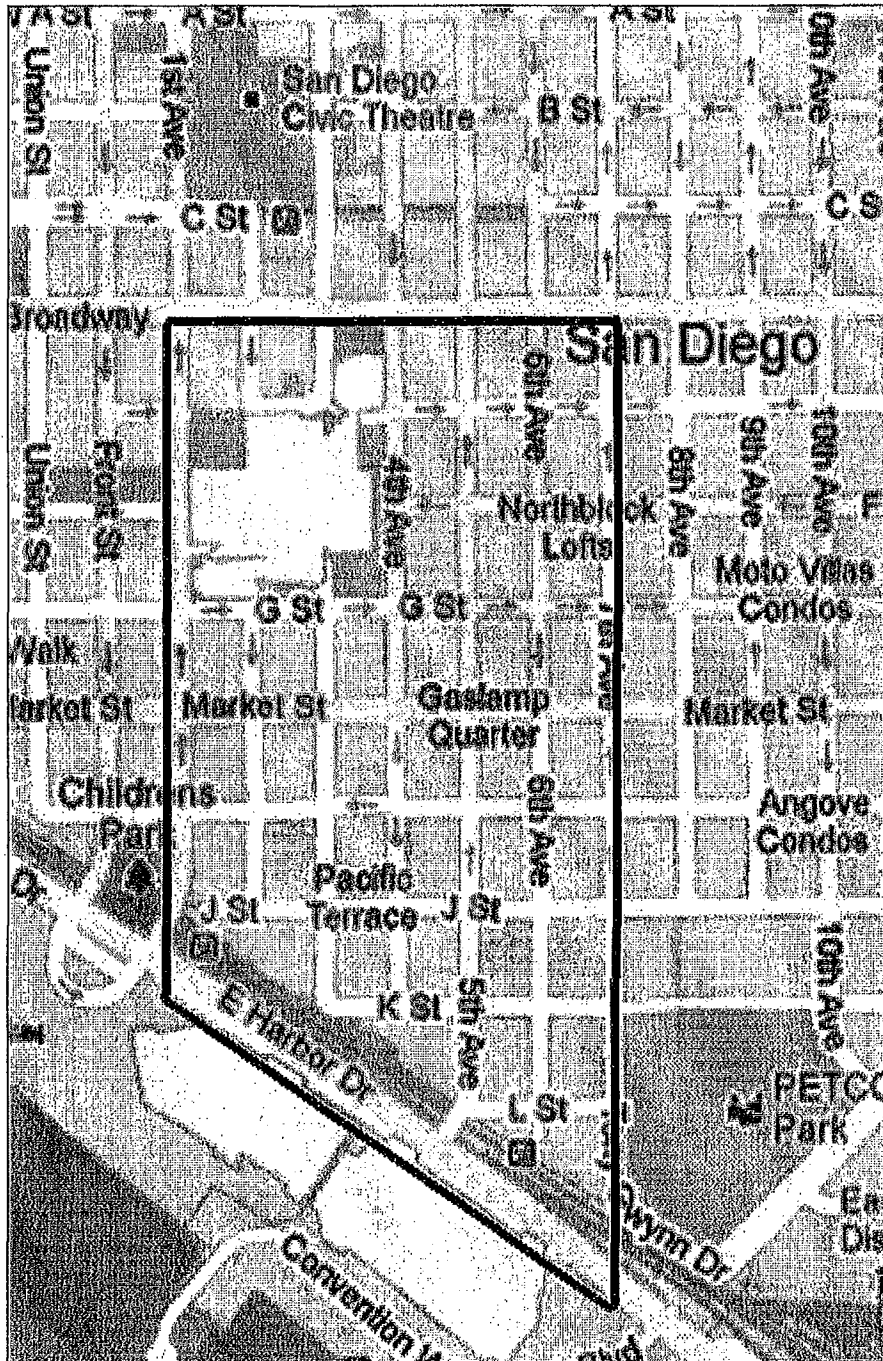

Stephanie Shook
Financial Analyst/Accountant


Jeff Graham
President


for Andrew T. Phillips
Chief Financial Officer & COO

Attachment: A – Map of proposed Pilot Program

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ATTACHMENT A

**DOWNTOWN PARKING MANAGEMENT GROUP
ROSTER**

John Cunningham, Chair
Representing – At-Large

Paul Robinson, Vice Chair
Representing – Marina/Horton Plaza – Private Resident

Bahija Hamraz
Representing – Downtown San Diego Partnership

Bill Keller
Representing – Centre City Advisory Committee

Matt Kennedy
Representing – East Village – San Diego Padres

Luke Vinci
Representing – Little Italy District

Jimmy Parker
Representing – Gaslamp Quarter Association

Andrew Phillips
Representing – Civic San Diego

Gary Smith
Representing – Downtown Residents Group

Michael Lou
Representing – East Village