

Parks and Recreation Department  
**Balboa Park Paid Parking User Fee  
Update – Special Event Fees and Parking  
Passes**

November 6, 2025

# Balboa Park Paid Parking

## Background

On September 15, 2025, Council authorized the new parking rates for parking lots and park roads within Balboa Park, however, new rates do not go into effect until two things occur:

- Quarterly/Annual parking passes are made available to park visitors.
- Resident verification portal goes live.

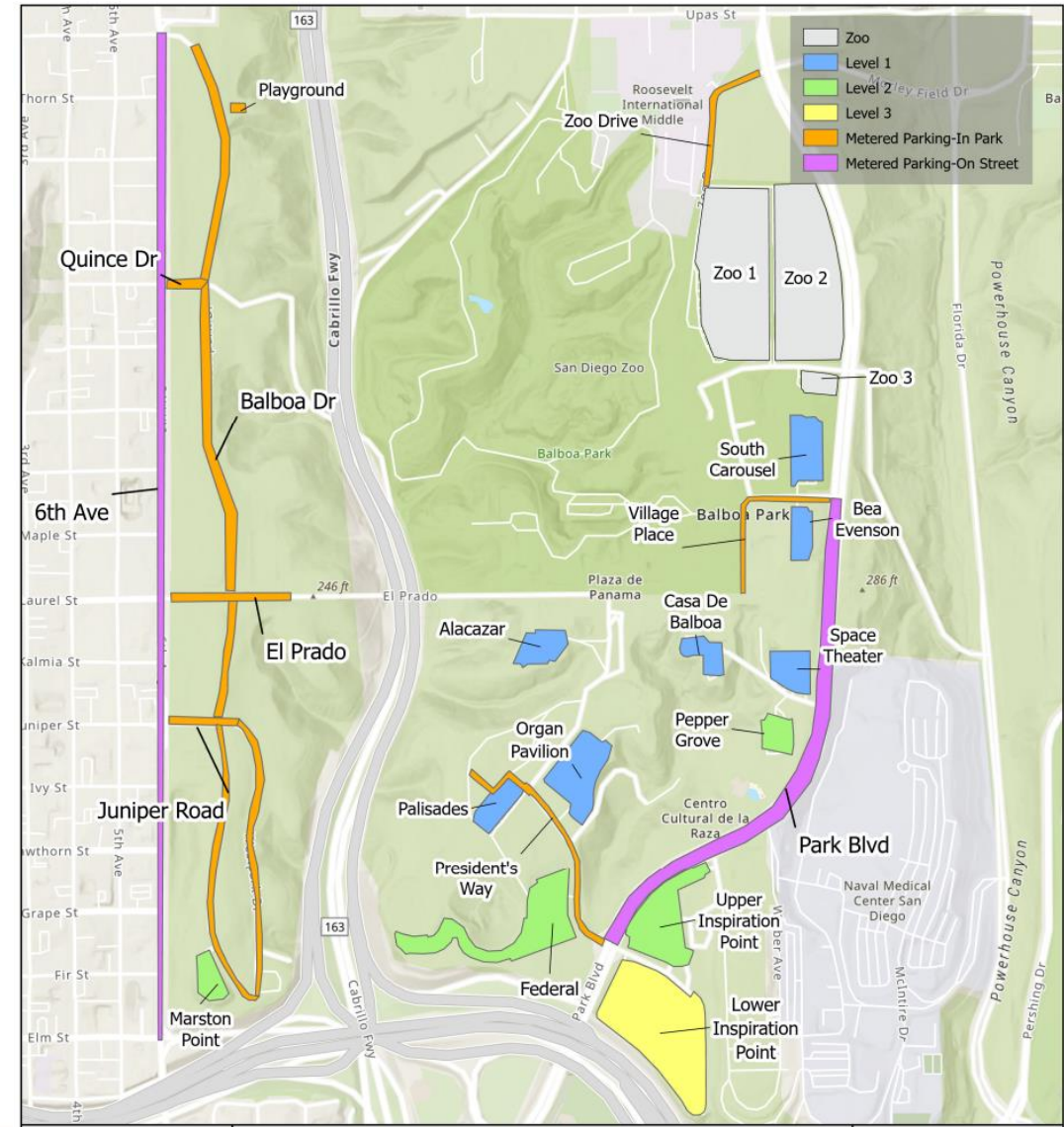


# Balboa Park Paid Parking

## Approved Rates

Rates Contingent on Resident Verification Portal Activated and  
Parking Passes Made Available

| Category     | Level 1                | Level 2  | Level 3                           | On-Street Meters             |
|--------------|------------------------|----------|-----------------------------------|------------------------------|
| Resident     | \$8/day<br>\$5/4 hrs   | \$5/day  | \$5/day with first<br>3 hrs free  | \$2.50/hr w/<br>\$10/day max |
| Non-Resident | \$16/day<br>\$10/4 hrs | \$10/day | \$10/day with first<br>3 hrs free | \$2.50/hr w/<br>\$10/day max |



# Balboa Park Paid Parking

## Proposed Pass Rates

| Pass Type | Resident | Non-Resident |
|-----------|----------|--------------|
| Monthly   | \$30     | \$40         |
| Quarterly | \$80     | \$100        |
| Annual    | \$300    | \$375        |

- Staff is recommending three pass rates to meet the different needs of park visitors.
- Passes range from \$30 to \$375 depending on frequency and resident/non-resident verification status.
- Passes would be eligible for all lots, regardless of Level and on park roads.
- Passes would not be eligible in the San Diego Zoo parking lot, or on-street roads outside of Balboa Park (e.g. 6<sup>th</sup> Ave and Park Blvd).
- Passes be made available through portal in development via City Treasurer's vendor, IPS.
- Non-Resident passes are approximately 20% higher than Resident passes



# Balboa Park Paid Parking

## Proposed Pass Rates vs. Daily Rates Comparison

| Pass Type | Resident | Daily Resident Rate<br>Level 1 (\$8)<br>2 Weekly Visits | Daily Resident Rate<br>Level 1 (\$8)<br>3 Weekly Visits | Daily Metered<br>(\$10)<br>3 Weekly Visits |
|-----------|----------|---------------------------------------------------------|---------------------------------------------------------|--------------------------------------------|
| Monthly   | \$30     | \$70                                                    | \$104                                                   | \$130                                      |
| Quarterly | \$80     | \$208                                                   | \$312                                                   | \$390                                      |
| Annual    | \$300    | \$832                                                   | \$1,248                                                 | \$1,560                                    |

# Balboa Park Paid Parking

## Portal Overview

### Online Verification and Pass Selection

#### Pass Selection

- Daily Pass Option
- Frequent Parking Pass Option
  - Monthly Pass
  - Quarterly Pass
  - Annual Pass

#### Online Verification

- Drivers License, Utility Bill.
- One Time Set Up Fee (\$5)

#### Timeline for Verification

- 24-48 hours

Pass duration tied to date of purchase



# Balboa Park Paid Parking

## Special Event Fee Calculation

### Fee Calculation Overview:

- Base Rate Formula: Number of spaces used × applicable rate adjustments × resident lot rate (or metered rate)
- Rate Adjustments:
  - Non-profit organizations: 50% discount (× 0.5)
  - Morning-only use (until 11 AM): Additional 50% discount (× 0.5)
- Rates
  - \$8/\$5 per space depending on Lot level or space
- Example: Organ Pavilion Parking Lot - Non-profit organization uses 352 Level 1 lot spaces until 11 AM:  $100 \times 0.5 \times 0.5 \times \$8 = \$704$  total fee



| Parking Spaces Used | Rate (per spot) | Full Day Rate (all spots) |                           | Half Day Rate (all spots) |                           |
|---------------------|-----------------|---------------------------|---------------------------|---------------------------|---------------------------|
|                     |                 | For Profit                | Non-Profit (50% Discount) | For-Profit                | Non-Profit (50% Discount) |
| 352                 | \$8.00          | \$2,816                   | \$1,408                   | \$1,408                   | \$704                     |

# Balboa Park Paid Parking

## Template Routes

### Small Event Route

- Half Day Rate: \$500
- Full Day Rate: \$1,000

### 5K Event Route

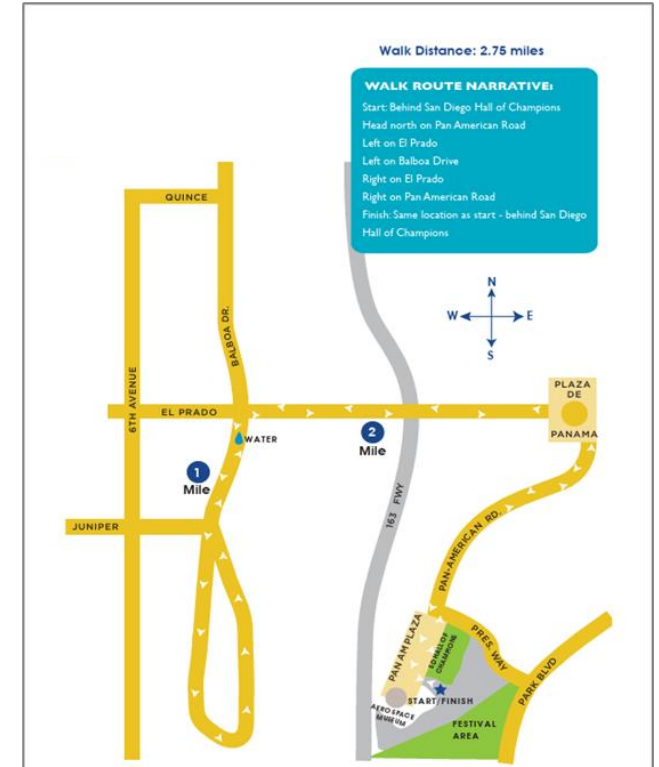
- Half Day Rate: \$1,800
- Full Day Rate: \$3,000

*Rates determined following assessment of the fully customizable rate.*

### Small Event Route



### 5K Event Route



# Balboa Park Paid Parking

## Special Event Stakeholder Engagement

- Seven meetings held in October with organizers representing nearly 40 annual Balboa Park events.
- Purpose: Inform and educate event organizers on potential new requirements and fees.
- Email notifications sent prior to City Council meeting to ensure awareness.
- Follow-up communication planned post–City Council meeting to share final direction before January implementation.



# San Diego Zoo Parking

## Lease Amendments

The Zoo operates under a long-term lease (1979–2034).

- Lease amendment approved on September 8 removes one-rate requirement, allowing the Zoo to offer variable parking rates.
- Operations and regulations for paid parking at the San Diego Zoo are subject to the discretion of the Zoo.



# Communications Strategy

## Various Channels

If new park user fees are approved, a robust public communications campaign will support the transition and help ensure compliance and understanding among visitors and residents.

**Public Meetings:** Regular presentations at the Balboa Park Committee will provide ongoing outreach to engaged stakeholders.

**Signage:** Highly visible signage in all affected lots to explain pricing, hours, payment methods, and rules.

**Websites:** Dedicated pages on both the City and Balboa Park websites with maps, FAQs, account portal access, and support resources.

- <https://www.sandiego.gov/parking/balboapark>

**Media Outreach:** Press releases will be used to generate local media coverage and keep the public informed.

**Social Media:** City social media channels will be used for updates, reminders, and interactive education efforts.

# SD Communications



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Parks & Recreation Department



# Performance Measures

## Data Tracking

**Occupancy by Tier:** Data will be gathered to assess usage and ensure parking is distributed effectively.

**Resident Participation:** Enrollment and usage rates in the resident discount program will be tracked to assess outreach and equity.

**Revenue Tracking:** Collected funds will be compared to projections to measure fiscal sustainability.

**Compliance Monitoring:** Citation data will inform enforcement success and identify problem areas.

**Stakeholder Feedback:** Community and stakeholder input will inform adjustments and improvements.

Program data will be reviewed quarterly, with **a formal 1-year evaluation report delivered to City Council.**



Performance  
& Analytics



Office of the  
City Treasurer

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**SAN DIEGO**  
Police Department



Department  
of Finance

# Next Steps

## Fall/Winter 2025

- City Council Consideration
  - City Council Meeting on November 17/18, 2025
  - Special Event Rates and Parking Pass Rates
- Signage and Kiosk Installations
  - End of November to December
- Fee Implementation
  - January 5, 2026

