



FOR IMMEDIATE RELEASE

Thursday, April 16, 2026

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Councilmember Campillo Proposes His 5/5/5 Plan to Reduce Downtown Special Event Parking Rate

SAN DIEGO — Today, San Diego City Councilmember Raul Campillo brought forward his 5/5/5 proposal to the City Council’s Economic Development and Intergovernmental Relations Committee that would reduce the City of San Diego’s Downtown Special Event Parking Rates that have been in effect since September 1, 2025.

Rather than voting on the 5/5/5 plan as proposed, the committee unanimously voted in favor of requesting the City Attorney to continue working with Council District 7 to add a new Special Events section to the municipal code changing the existing hourly rate along with possible changes to the geographic zone and hour of enforcement for consideration at a future City Council.

“I’m disappointed that my colleagues weren’t ready to endorse my 5/5/5 plan as proposed today, but I am thankful they agree that changes do need to be made,” said Councilmember Raul Campillo. “We’ve heard from workers, small business owners, and residents across San Diego that the current special event parking rates downtown are not working.”

Under Campillo’s 5/5/5 proposal, the City would have:

- Reduced the hourly special event rate from \$10 to \$5.
- Shortened the enforcement window from six hours to five.
- Limited the special event parking zone to five blocks around Petco Park.

“We appreciate Councilmember Campillo and the Economic Development & Intergovernmental Relations Committee for their leadership on this issue and for taking a thoughtful, collaborative

approach,” said Justine Murray, Vice President of Government Affairs for the Downtown San Diego Partnership.

In January, Councilmember Campillo announced his proposal to roll back Downtown Special Event Parking Rates, citing concerns that the policy unfairly burdens residents, workers, and small businesses. Last September, the City’s Downtown Special Event Parking Rates raised hourly meter fees from \$2.50 to \$10 during large events, extended enforcement to six hours, and applied fees a half mile around Petco Park.

“The California Restaurant Association, San Diego County Chapter commends Councilmember Raul Campillo for his leadership in bringing forth a proposal that will significantly reduce the current cost to park in downtown San Diego during Special Events,” said Sarah Mattinson, President of the California Restaurant Association, San Diego County Chapter. “We believe all San Diegan’s want our city to be inviting, where individuals and families can visit, support local businesses while ensuring parking remains affordable.”

“San Diego hotels and our outstanding employees depend on a vibrant and accessible downtown. When the city imposes parking fees of \$10 an hour, it creates a real barrier that discourages visitors, limits spending at small businesses and reduces hotel workers hours,” said Fred Tayco, Executive Director of the San Diego County Lodging Association. “Policies like this put San Diego tourism at a costly disadvantage. We appreciate Councilmember Campillo’s commitment to a transparent, data-driven process that balances the City’s revenue needs with San Diego’s overall competitiveness.”

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About City Council District 7

The Seventh Council District of the City of San Diego is proudly represented by Councilmember Raul Campillo, who serves as Chair of the Economic Development and Intergovernmental Relations Committee. His top priorities include improving public safety and fiercely advocating for increased transparency, opportunity, and access in District 7 and beyond. [Sign up here](#) for district-wide updates and more.