

# La Jolla Coastal Access & Parking Board AGENDA

October 22, 2020 | 4:00 PM – (Via Zoom as allowed by COVID 19 Modifications)

| 2020-2021 Board Members  | Agenda Items  |  |
|--|---|--|
| <u>CPA Appointments</u><br>Ray Weiss<br>Tom Brady<br>Dave Abrams   | <ul style="list-style-type: none"> <li>Call to Order. Zoom Protocol</li> <li>Public Comment (Limited to 3 minutes, no action can be taken)</li> </ul>   | Brett Murphy<br><br>Jodi Rudick, Executive Director                |
| <u>Town Council Appointments</u><br>Ann Kerr-Bache<br>Nancy Warwick<br>Tony Harris   | <ul style="list-style-type: none"> <li>Banking Update</li> <li>Status of Current Projects (Discount Merchant Parking, Discount Daily Parking)</li> </ul>  | Brett Murphy, Chair, Information<br><br><b>Rudick, Information</b> |
| <u>LJVMA Appointments</u><br>Robert Mackey (Owner La Jolla Golf Carts)<br>Gabriela Guevara (Owner, Blue Apparel)<br>Brett Murphy (Owner, La Jolla Sports Club) | <ul style="list-style-type: none"> <li>Update - Smart Parking Signage. Review Submissions. Action: Choose candidates to continue with proposal process. Submit proposal(s) to Coastal Commission/City for project support. Presentation from Brad Elsass, Mobility Consultant. <a href="#">Link</a> to RFP</li> </ul> | <b>Brad Elsass, Action</b>   |
| <u>Staff</u><br>Jodi Rudick, Executive Director, La Jolla Village Merchants Association  | <ul style="list-style-type: none"> <li>New Business</li> </ul>  |  |

## Attachments and Links:

[Link](http://www.lajollacpa.org/CAP/LJCAPBoardBylawsAmended&Restated(2011-09-06).pdf) to By Laws [http://www.lajollacpa.org/CAP/LJCAPBoardBylawsAmended&Restated\(2011-09-06\).pdf](http://www.lajollacpa.org/CAP/LJCAPBoardBylawsAmended&Restated(2011-09-06).pdf)

[Link](http://lajollabythesea.com/wp-content/uploads/2019/06/MOU.pdf) to MOU: <http://lajollabythesea.com/wp-content/uploads/2019/06/MOU.pdf>

[Link](https://www.slideshare.net/lajollavillagemerchants/parking-and-wayfinding-proposal) to Wayfinding and Parking Communication Plan - <https://www.slideshare.net/lajollavillagemerchants/parking-and-wayfinding-proposal>

[Link](http://lajollabythesea.com/wp-content/uploads/2020/09/Wayfinding-RFP-Draft-9.28.2020-be-jr.pdf) to RFP for Real-Time Occupancy and Wayfinding Solution (Submission Deadline: October 20, 2021) <http://lajollabythesea.com/wp-content/uploads/2020/09/Wayfinding-RFP-Draft-9.28.2020-be-jr.pdf>

### Language From MOU – How Funds Can be Spent --

*Whereas the permit conditions creating the La Jolla Parking and Transportation Fund provide that at least*

- 50% of the funds shall be reserved for the implementation of a remote parking reservoir and shuttle system. (CCC suggests a connector shuttle between the new Trolley stations and La Jolla Village. Funds are on hold until Trolley Expansion is closer to completion.)*
- 50% of the funds may be used for other short term and/or long term parking and traffic circulation related programs of improvements, and further provide that, should the City of San Diego establish its own program for implementing the recommendations of the La Jolla Parking and Transportation Plan, and that program is approved by the Commission as a revision to the City's Local Coastal Plan (LCP) implementing ordinances, the funds may instead be used in accordance with the City's approved program.*