

La Jolla Coastal Access and Parking Board

Interim Chair: Joe LaCava ♦ Secretary: Glen Rasmussen ♦ Manager: Maryam Bakhsh

DRAFT AGENDA – REGULAR MEETING

TUESDAY, NOVEMBER 3, 2009

4:00 PM, La Jolla Recreation Center, 615 Prospect Street, Room 1

1. **Public Comment** – Issues not on today’s agenda (2 minutes maximum.)
2. **Adopt Agenda**
3. **Administrative**
 - a. Approve Minutes – August 26, 2009
 - b. Financial Report
 - c. PLJ Response to CAP demand letter of June 10, 2009.
4. **Status of Coastal Access and Parking Board – Discussion Only**

City is revisiting how the Board should operate going forward in order to comply with current city regulations and policies.
5. **Parking/Traffic Programs**

50% of funds are reserved for “...other short-term or long-term parking and traffic circulation related programs or improvements...”

 - a. **Monthly Bus Pass Program – Information Item**

We were unable to secure the purchase of 3 months worth of bus passes pursuant to our previous action. The program would only accept a 9 month commitment prepaid.
 - b. **Parking Pass Program – Possible Action Item**

Marengo and LaCava met with Sunset Parking and gained a reduction in the wholesale rate from \$65 for all spaces to \$55 (41% of spaces), \$60 (48%) and \$65 (11%) depending on the garage. A second meeting is set for Nov 4 to discuss possible promotions to further the Board’s continuing goal of encouraging off-street parking by merchants and employees.
6. **Remote Parking/Shuttle**

50% of funds are reserved for “...remote parking reservoir and shuttle system...”

 - a. **Employees, Shoppers & Beachgoers – Discussion Item**

Continuing discussion of whether a sustainable shuttle system can be developed; including opportunities to leverage CAP’s finite funds through other programs, organizations, or grants.
 - b. **Shopper/Beachgoer Focused Shuttle System – Discussion Item**

Discussion of a shuttle system focusing on shoppers and beachgoers. Consideration of a Request for Proposal to third-party operators on the feasibility and cost of such a system. Discussion of CAP’s role in such a venture.

 1. Northerly & Easterly route to connect with La Jolla area hotels.
 2. Southerly route to connect with downtown, convention center, cruise ship terminal, Gaslamp District, etc.

LA JOLLA COASTAL ACCESS AND PARKING BOARD.

REGULAR MEETINGS, 1ST TUESDAY OF THE MONTH, 4:00 PM, LA JOLLA RECREATION CENTER

FOR ADDITIONAL INFORMATION, PLEASE CONTACT JOE LACAVA, 858.488.0160 OR jlacava@san.rr.com

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