

DOWNTOWN PARKING MANAGEMENT GROUP

Report on Action through April 2006

Report on actions of the Downtown Parking Management Group on the occasion of the election of new Councilmembers and the advent of the Mayor replacing the City Manager.

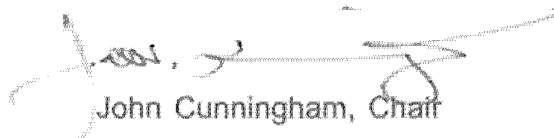
April 11, 2006

Issued to:

Councilmember Kevin Falkoner, Council District 2
Mayor Jerry Sanders, City of San Diego

Copy to : Board of Directors, Centre City Development Corporation w/o encls.
President Nancy Graham, Centre City Development Corporation

by:



John Cunningham, Chair

Attach: (1) List of Members

Encl: (1) DPMG Report on implementing recommendations of the City Managers
Parking Task Force- Sept. 8, 2004

(2) DPMG Report on initial Time Limit and Rate Test Installation. - March 30, 2005

SUMMARY

The Downtown Parking Management Group ("Group") has overseen the City Managers implementation of the initial recommendations for testing varied time limits and rates within the designated Test Areas. City Staff implemented these proposals in accordance with San Diego City Ordinance O-19336, adopted 11/29/04 and Council Resolution R-299867, adopted 11/15/04. The initial trial of new hours and rates have resulted in increases of up to 300% in utilization in selected areas. The DPMG and city staff have identified several areas where curb cuts were eliminated, new buildings have been completed, bus stops too long, etc. These efforts have resulted in the installation of 699 additional meters, including 334 within the test areas. City revenues for the quarter ending in March, 2005, were \$986,468.16 and in the quarter ended March, 2006, \$1,282,180.66: a 29.98% increase. The meters associated with the test area as of March, 2005, collected \$67,322.25, and as of March, 2006, collected \$105,242.21 in parking meter revenue. This is a 56.33% increase in revenue. This establishes that the DPMG efforts are adding to the total utilization of meters and not simply shifting users from one area to another. In addition, a vendor has been selected for the implementation of the new meter technology and installation will take place within the next 60 days.

BACKGROUND

The City Managers Parking Task Force identified that the current one size fits all parking program for the City was less than the optimal solution to parking impacts within different areas of the City. The recommendations of the Task Force resulted in changes to the ordinances and resolutions regarding parking. Former Deputy Mayor Zucchet formed the Downtown Parking Management Group to begin to implement some of the ideas from the Task Force within the Centre City area/Community Parking District One. The Centre City Development Corporation Board of Directors acts as the Community Parking Advisory Board for Community Parking District One.

The Group proceeded to initially examine the use of new technology in a pilot program for the Centre City. During the data review for the New Technology Pilot Program, it was discovered that 54% of all of Downtown's parking meters are used less than 40% of the time.

In the Group's First Report, recommendations to increase utilization were suggested. These recommendations included test areas for a New Technology Pilot Program and Test Areas for varying time limits and rates. The City Council passed San Diego City Ordinance O-19343, adopted 12/07/04 and Council Resolution R-299867, adopted 11/29/04, granting the City Manager authority to vary time limits and rates in four specific test areas as mapped in the First Report (see attached Maps, one test area in East Village, Marina, Cortez and Little Italy.)

DISCUSSION

The Group created these test areas where there is low metered space utilization to determine ways and means to more effectively manage the supply and demand of parking in very heavy and very low usage areas within the public right of way. Within the four varied time/rate test areas, the Group has completed a block- by- block analysis of the existing land uses and how they relate to parking patterns. The analysis also considered land uses surrounding the test areas for their parking needs, as well as the parking needs of employees, visitors, businesses owners and residents within and adjacent to the test areas.

This Report notes that City Staff has reprogrammed the existing meters, installed additional meters where called for, and the appropriate signage has been installed with public notification.

The Group has been collecting and analyzing the necessary data on what variables are most effective in increasing parking space utilization. Minor changes have been made following data analysis. Data is continuing to be collected and will be analyzed by the Group throughout the test period and further changes will be proposed as required. It is expected that the testing of varied hours and rates will be completed at the same time as the New Technology Pilot Program ends.

Outreach to those affected and the general public is ongoing. Current emphasis is on utilization of City Parking Cards to take best advantage of extended hours. No negative impacts have been identified to date. The Group's goal is to significantly increase parking space utilization; therefore, monitoring remains frequent. The Group will make changes to specific test areas as soon as the Group notices trends that warrant revision. (In case of revisions, the Group will propose revised outreach to the affected community members to minimize any confusion.) Furthermore, the Ordinance and Resolution for this test program provides flexibility to reverse declining utilization, if any occurs, limiting any potential revenue reduction.

Changes have been made to the following segments first reported in encl 2:

Area/Block Segments	Time Limit	Rate
Marina 2 (Including 29 replaced/new meters)		
Kettner Blvd from E St to G St (new meters on Kettner Blvd west side E to F Sts.)	9 Hr	\$0.50 vs \$0.75
E St from RR to Kettner Blvd (Not included/Construction)		
E St from Pacific Hwy to RR (new meters on north side)		
F St from RR to Kettner Blvd (south side only)		
Pacific Hwy from E St to F St (east side only)		
Pacific Hwy from F St to G St (east side only.)	9 Hr vs 4 Hr	\$0.50 vs \$1.25
F St from Pacific Hwy to RR (new meters on north side)		

PROCESS/NEXT STEPS

The DPMG expires in May, 2006. Request that current authority of the DPMG and city staff be extended for a period of 18 months to continue to monitor and improve meter utilization, to collect data regarding the New Technology Pilot Program (which will run for nine months starting in May, 2006), and to submit reports while testing continues.

If authority renewed:

Continue collection and analysis of pilot program areas. Implement new technology pilot program. Select areas to match new and old technology for direct comparison.

Upon termination of the New Technology Pilot Program, a report will be issued covering all strategies explored by the Downtown Parking Management Group for the use of the Parking Advisory Board, Parking Districts, the City Council and Mayor in planning for the future.

As the strategies are put in place and tested, the Group will continue to explore better utilization of all curb space in downtown and propose further initiatives as they are created.

Attachments:

- 1 Downtown Parking Management Group—Member Roster

DOWNTOWN PARKING MANAGEMENT GROUP

MEMBERS

NAME:	ORGANIZATION:	AREA REPRESENTED:
John Cunningham, Chair	Centre City Advisory Group	Core/Columbia
Paul Robinson, Vice Chair	Centre City Advisory Group	Marina
Frank Alessi	Centre City Development Corporation	CCDC/Parking District I
Richard Anderson	San Diego Padres	East Village/Padres
Len Filomeo, Ex Officio	Little Italy Association	Little Italy Association/BID
Christopher Hall	Centre City Advisory Group	East Village
Bill Keller	Centre City Advisory Group	Gaslamp
Scott Kessler	Business Improvement District (BID) Council	BID
Diane Moody		Cortez
Jimmy Parker, Ex Officio	Gaslamp Quarter Association/BID	Gaslamp Quarter Association/BID
Jesse Silverman, Ex Officio	Downtown San Diego Partnership	BID
Gary Smith	Downtown Residents Group	Downtown Residents Group

OTHER PARTICIPANTS

CENTRE CITY DEVELOPMENT CORPORATION

John W. Collum
Andrew Phillips
Wanda Sanders

CITY OF SAN DIEGO STAFF

Meredith Dibden Brown
Charles Flowers
Julio Fuentes

GUESTS

Port District Representative(s)
Metropolitan Transit System
Sandra Simmons, Viva-City

DOWNTOWN PARKING MANAGEMENT GROUP

CITY OF SAN DIEGO STAFF

Charles Kindred

Liz Mueller

Jose Luis Rios

Mario Sierra

Debra Van WanSeele

Liz Mueller

Sam Hasenin

Mona Favorite-Hill

Cliff Yarges

GUESTS

East Village Association Representative(s)