

La Jolla Coastal Access and Parking Board

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

DRAFT AGENDA – REGULAR MEETING

TUESDAY, OCTOBER 6, 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. **Administrative**
 - a. Minutes – August 26, 2009
 - b. Financial Report
 1. Update on “First Republic Bank” and PLJ.
3. **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.
4. **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 only accepted 9 month commitments prepaid.
 - b. **Parking Pass Program – Information Item**

CAP purchases monthly parking passes from local surface and below grade parking lot operators and re-sell them at cost to business owners and employees. The program peaked in June 2008 with 147 passes sold and has been slowing as fewer employers are purchasing for their employees. CAP currently purchases about 100 monthly passes (out of 154 available) at an average discount of 29% (\$65 versus retail value of \$80-100). We are exploring a reduction in the discounted purchase price.
5. **Remote Parking/Shuttle**

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

 - a. **Employees, Shoppers & Beachgoers – Information 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 – Information 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, 4:00PM, LA JOLLA RECREATION CENTER
FOR ADDITIONAL INFORMATION, PLEASE CONTACT JOE LACAVA, 858.488.0160 OR jlacava@san.rr.com**

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