

Minutes for the
LA JOLLA COMMUNITY PARKING
DISTRICT ADVISORY BOARD
Special Meeting
August 30, 2007
Hotel Parisi
1111 Prospect Street
5:30 pm - 8:15 am

Chair Peter Wagener called the meeting to order at 5:45 p.m. Board members present were Peter Wagener (PLJ), Martin Mosier (PLJ), Reza Ghasemi (PLJ), Ray Weiss (LJTC), Mark Evans (At-Large Residential Member), and Michael Harth (At-Large Business Member). Paul Metcalf (BRCC) arrived shortly after the meeting began. Marty McGee (LJCPA) was absent. Tom Brady (LJTC alternate) and Tiffany Sherer (PLJ Executive Director) were also present. Approximately 65 members of the public attended the meeting.

After introductions of members, the Board unanimously approved the minutes of the meeting of August 15, 2007 (motion by Mr. Ghasemi, seconded by Mr. Evans).

The Board next took up the proposed additions to its standing rules to establish an orderly procedure for public comment at Board meetings (proposed rules 1 and 2) and to prescribe rules governing conflicts of interest and recusal (proposed rule 3). Mr. Evans moved that the Board adopt the proposed rules; Mr. Ghasemi seconded the motion. There was then a lengthy discussion period, most of which consisted of comments from members of the public. In light of those comments, Mr. Evans, with Mr. Ghasemi's concurrence, revised his motion. In its revised form, the motion was to adopt proposed rules 1 and 2 but to postpone consideration of proposed rule 3 to permit further analysis. After further discussion and comment, Mr. Weiss moved to lay the motion on the table. Although there was no second, the motion to lay on the table was put to a vote and failed 1-6. The motion to adopt proposed rules 1 and 2 then passed on a vote of 6-1. A member of the public requested a "room vote"; the Board did not agree to the request.

Next on the agenda was Public Comment on Non-Agenda Items. Numerous members of the public presented their views on a variety of subjects for an extended period.

The Board next discussed concerns about the composition of the Board. Mr. Weiss expressed the view that the community would have more faith in the Board if its membership included representatives of merchants who are skeptical of paid parking solutions. He also questioned whether Mr. Harth,

given his business ties to Sunset Parking, can effectively continue as a member of the Board. The Board discussed and heard public comment on these issues, but no action was requested and none was taken.

Mr. Mosier introduced the draft Pilot Program, after which the Board heard extensive public comment on and questions about the draft. Members of the Board attempted to clarify points and responded to questions but did not have time to engage in deliberations among themselves concerning the draft. The draft, or a subsequent version of it, will be considered at the next regular meeting.

Other items on the agenda (discussion of the draft RFP and update on a proposed visit from a parking-enforcement officer) were deferred for future consideration.

The Chair adjourned the meeting at 8:15 p.m. The next scheduled meeting will be at 9:00 a.m. on September 19, 2007, at the Hotel Parisi.

Respectfully submitted,
Mark Evans, Acting Secretary

1. Public Comment on Non-Agenda Items.

During the agenda item "Public Comment," members of the public may address the Board for up to 30 minutes in the aggregate on any matter not already on the Board's agenda for discussion later in the meeting. Members of the public who wish to address an agenda item will be given a separate opportunity to do so when the Board takes up the agenda item. Those who wish to address the Board during the Public Comment period shall submit written speaker slips to the Chair and will be heard in the order of sign-up. Each speaker shall identify himself or herself at the outset and shall confine his or her comments to subject matter within the Board's jurisdiction. Each speaker will ordinarily be limited to two minutes. The Board strongly recommends that lengthy public comments be submitted in writing, so they can be distributed to all Board members for review. The Chair may extend a speaker's time beyond the normal two-minute limit and may extend the total time allotted to Public Comment beyond the normal 30-minute limit if the Chair believes that doing so is necessary to provide the public with a reasonable opportunity to address the Board on non-agenda items. Members of the Board or staff may briefly respond to public comments and statements, ask questions of the public or staff for clarification, make brief announcements, or make brief reports on their own activities, but the time consumed thereby will not be deducted from the speaker's time allotment. Members of the Board may also refer items to staff or other resources for more information, request staff to report to the body at a subsequent meeting, or direct staff to place matters on a future agenda. The Board will take no action on any non-agenda item raised during the Public Comment period other than to schedule the matter for a future agenda or refer the matter to the staff for investigation.

2. Public Comment on Agenda Items.

Items on the agenda will be scheduled and introduced by the Chair. After introductory comments, questions, or discussion by Board members and staff, the floor will be opened to those members of the public who have submitted a written speaker slip to the Chair requesting time to speak on the particular agenda item. The Chair shall determine the order in which speakers may address the Board. Speakers shall confine their comments to the agenda item currently under consideration. Each speaker will ordinarily be limited to three minutes, but the Chair may extend any speaker's time if the Chair determines that doing so is necessary to provide the speaker with an adequate opportunity to present his or her comments to the Board. A speaker may not yield his or her time to another speaker. Members of the Board or staff may ask questions of a speaker or may comment briefly in response to a speaker's statements, but the time consumed by any such questions or comments will not be subtracted from the speaker's time allotment. After the Chair closes the comment period on an agenda item, the Board members will consider and discuss the agenda item amongst themselves. Board members may ask questions of the staff or the public, but no further public comment will be allowed during this deliberation period.

8/27/07 DRAFT FOR BOARD DISCUSSION

**PROPOSED PILOT PARKING PROGRAM
FOR VILLAGE OF LA JOLLA
AND SURROUNDING RESIDENTIAL STREETS
September 19, 2007**

Background and Objective

After 18 months of study, analysis, field trips, and discussion, the Board tentatively believes that both paid on-street parking in some high-demand locations and a residential parking program in neighborhoods adjacent to commercial areas should be part of a comprehensive plan to alleviate La Jolla's parking problems. The Board is sensitive, however, to the views of many residents and merchants that measures other than paid on-street parking would adequately address existing parking problems and that any system of paid on-street parking will adversely affect our community, injure retail businesses, and create a new source of revenue that the City will exploit to La Jolla's detriment.

Although La Jolla can reasonably draw on the experience of other California coastal communities that have successfully implemented paid parking and residential permit systems, many believe that La Jolla's distinctive character and its status as a community within the City of San Diego, rather than as an independent municipality, deprives those other models of their predictive value. In recognition of that view, and in response to suggestions made by several community members, the Board has determined that, before adopting any final recommendations, it should undertake a targeted, real-world test of its tentative conclusions that would permit the entire community to assess the pros and cons of paid on-street parking and residential parking permits.

Accordingly, the Board proposes to implement a limited one-year Pilot Program to test the feasibility and effect of (1) paid on-street parking in select portions of the Village and (2) a residential parking program in neighborhoods surrounding the Village commercial core.

Elements of Pilot Program

1. Paid on-street parking in portions of the Village.

- a. We propose to install an unobtrusive, state-of-the art system of paid on-street parking on both sides of the streets listed in Appendix A.
- b. To the maximum feasible extent, the system will be designed to permit real-time monitoring of parking spaces and adjustments of the applicable parking rate to reflect actual usage. The parking rate will be set at the lowest possible level consistent with maintaining approximately 10-15% availability of parking spaces on each affected block. Where a charge is not necessary to achieve the target level of availability, the rate will be reduced to zero. To encourage turnover, the rate on the affected streets will be set initially at \$1.00 for the first hour, \$1.50 for the second hour, and \$2.00 for the third hour, and will be adjusted thereafter as appropriate on a block-by-block basis.
- c. Parking will be free prior to 11:00 a.m. Paid parking on the affected streets will be in force daily from 11:00 a.m. through 8:00 p.m.
- d. Parking on the affected streets will be subject to a time limit (to be set initially at 3 hours in the commercial zone, 4 hours in the beach zone on weekdays, and 9 hours in the beach zone on weekends and holidays). The time limit will not be extendable by replenishing the pay station. Those who need to park for longer than the posted time limit will have to use commercial parking facilities.
- e. Those who wish to do so may purchase a Village Parking Pass that will entitle them to park at a metered space without the need for additional payment but subject to the posted time limit. Village Parking Passes will be available for a fee of \$50.

2. Residential parking program for neighborhoods adjacent to the Village commercial core.

- a. We propose to implement a residential parking program to protect the residential neighborhoods adjacent to the Village commercial area from all-day parking by commuters and others.
- b. The program will be implemented initially on the streets listed in Appendix B. If the residents of any of those streets prefer to be excluded from the program, or if the residents on any streets not listed in Appendix B wish to be included in the program, the Board will adjust the list appropriately.

- c. On each designated street, parking will be subject to a 2-hour time limit between the hours of 8:00 a.m. and 8:00 p.m. Residents may purchase Residential Parking Permits for up to 2 registered vehicles per household. When properly displayed, a Residential Parking Permit will exempt a vehicle from the posted time limit. Residential Parking Permits will be available for a fee of \$14 each per year.
- d. Residents of an affected street may also purchase one Guest Pass per household to be used by guests or household workers. If properly displayed, the Guest Pass will exempt a vehicle from the posted time limit. Residential Guest Passes will be available for a fee of \$25 per year.
- e. Licensed contractors who plan to work on homes in the affected area may purchase Contractor Parking Permits for themselves and their employees. A Contractor Parking Permit, if properly displayed, will exempt a vehicle from the posted time limit. Contractor Parking Permits will be available for a fee of \$15 per week or \$50 per month per vehicle.

3. Disposition of revenues.

- a. The Board will request that, during the pendency of the Pilot Program, the City allocate to La Jolla 80% of the resulting parking revenues to pay for implementation of the Pilot Program and to fund projects and activities approved by the Board.
- b. Some of the projects and activities that may be candidates for funding are the following, which are illustrative rather than exclusive:
 - (i) acquiring a GPS-enabled parking enforcement vehicle,
 - (ii) expanding enforcement hours and increasing enforcement staffing,
 - (iii) installing new and improved parking signage,
 - (iv) expanding the existing subsidized bus-pass program,
 - (v) supplementing SANDAG's existing regional van-pool subsidy program, and
 - (vi) funding improvements to Village streets, alleys, sidewalks, street lighting, and landscaping.

4. Evaluation and sunset.

- a. The Board will evaluate the Pilot Program intensively on a monthly and quarterly basis and will adjust or terminate any part of the program that proves to be ineffective or harmful to the community.
- b. The Pilot Program will sunset automatically at the end of one year unless a majority of the Board votes affirmatively to renew all or any part of the Program based on its demonstrated success.

- c. The Pilot Program will include information systems designed to provide the Board with the objective data it needs to assess the Program's success or failure and to measure its effect on businesses, residents, visitors, and employees.
- d. At each stage of evaluating the Pilot Program, the Board will solicit and fully consider the views of community groups and affected merchants and individuals.

Prepared by the La Jolla Community Parking District Advisory Board

Peter Wagener, Chair
Mark Evans
Reza Ghasemi
Michael Harth
Ken King
Marty McGee
Paul Metcalf
Martin Mosier
Ray Weiss

Appendix A

Streets Designated for Pilot Paid Parking Program

Commercial zone:

1. Prospect Street from Cave Street to Fay Avenue
2. Girard Avenue from Coast Boulevard South to Kline Street
3. Herschel Avenue from Wall Street to Prospect Street
4. Ivanhoe Street from Wall Street to Prospect Street
5. All of Wall Street

Beach zone:

1. All of Coast Boulevard
2. All of coast Blvd. to #274
3. All of Coast Blvd. South
4. Jenner Street between Coast Boulevard and Coast Boulevard South

Appendix B

Streets Designated for Pilot Residential Parking Program

1. Ivanhoe Avenue East from Virginia Way to Torrey Pines Road
2. Exchange Place from Prospect Street to Virginia Way
3. Park Row (all blocks)
4. High Avenue from Virginia Way to Torrey Pines Road
5. Virginia Way from Prospect Place to Torrey Pines Road
6. Torrey Pines Road from Prospect Place to Ivanhoe Avenue East

Proposed Pilot Program/Parking Rates Draft - 8/27/07

Residential Zone: 2 hours

Virginia Way from Prospect Place to Torrey Pines Road
 High Ave. from Virginia Way to Torrey Pines Road
 Ivanhoe East from Virginia Way to Torrey Pines Road
 Torrey Pines Road from Prospect Place to Ivanhoe East
 Exchange Place from Virginia Way to Prospect Street
 Park Row from Torrey Pines to Silverado and Prospect Place

Beach Zone: 4 Hour Time Limit, Monday - Friday

1st Hour \$1.00, 2nd Hour \$1.50, 3rd & 4th Hour \$2.00
 9 Hour Time Limit, Saturdays, Sundays, Holidays
 \$1.00 each hour.

Coast Blvd. South to the end of Coast Blvd. #274

All of Coast Blvd., Jenner Street between Coast Blvd. and South Coast Blvd.

Commercial Zone: 3 Hour Time Limit, Mon-Sun

1st Hour \$1.00, 2nd Hour \$1.50, 3rd Hour \$2.00
 Prospect Street from Cave Street to Fay Avenue
 Ivanhoe from Wall Street to Prospect
 Herschel from Wall Street to Prospect
 Girard Avenue from South Coast Blvd. to Kline Street
 All of Wall Street

Free Green Curb Parking: 24 Minutes

2 spaces on Girard near the beginning and end of each block on the West Side
 2 spaces in the middle of each block on the East Side of Girard Avenue

2 spaces on Prospect between Herschel and Ivanhoe on the West Side
 3 spaces on Herschel in front of Visitor Center

No change to green curbs in front of Post Office on Wall Street

