
Community Parking District FY2022 Plan, Budget and Five-Year Outlook

Mid-City Community Parking District

Purpose

In accordance with Council Policy 100-18, annually, each Community Parking District (CPD) shall develop, through community input, and recommend to the City Council an Annual Plan and Budget. The plan is stipulated to include information regarding community input, a fiscal year budget, a five-year outlook budget, narrative describing individual projects proposed by the CPD, and metrics for tracking goals and performance. The narrative and accompanying tables, below, represent the FY2022 Plan and Budget for the Mid-City Community Parking District.

Community Input

Community input is obtained and incorporated into the management of the District by hosting advertised public meetings, conducting surveys, maintaining a website with parking district information and publishing online newsletters with articles on parking issues.

Individual Projects, Budget, and Outlook

The CPD annual budget generally consists of four types of expenditure; personnel, operations, outreach, and individual project costs. The following narrative details individual projects, proposed by the CPD for this fiscal year, within the subcategories of increasing parking supply, managing parking inventory and enhancing utilization, and parking demand management.

Tables 1 through 3, located at the end of the report, show the FY2022 overall budget, the FY2022 individual project cost breakdown, and the FY2022-FY2026 five-year outlook budget, respectively.

Increasing Parking Supply

Increasing the parking supply is a primary goal of the CPD program. This effort may be achieved by, but not limited to, the following methods:

On-street parking

Angled and Head-in Angled Parking

- The Contractor will continue evaluating the feasibility of adjusting on-street parking to increase available spaces using angled and head-in angled parking.
- Identify appropriate locations for angled and/or head-in parking

- In FY2019 a parking utilization study was conducted by The Mid-City Community Parking District. It evaluated the entire length of El Cajon Boulevard resulting in a series of recommendations. A similar study was conducted in the North Park Main Street area in FY2020.
- Evaluate street widths and curb cut locations on side streets in City Heights, Kensington, Talmadge, Normal Heights, and North Park to determine which additional streets can accommodate parking adjustments.
- Solicit support from adjacent residents and property owners by conducting community outreach and mailing out petitions.
- Install angled and head-in angled parking at identified locations.
 - The Mid-City Community Parking District has been working on expanding 90 degree head-in parking through all the side streets along Adams Avenue, El Cajon Boulevard, 30th Street and University Avenue. Over 350 spaces have been created with these conversions, with more on the way. Conversions on Mississippi and Arizona are currently being processed.
 - City crews will install the head-in parking after the Mid-City Community Parking District designs and gains approval for the particular sites.

Curb Designations

- The Contractor will work with city staff to evaluate and change curb colors to increase supply and manage parking. This includes reducing red curb lengths and the installation of time-limited parking.
- The contractor will work with business owners, residents and property owners to gain approvals and city crews will implement the projects.

Managing Parking Inventory and Enhancing Utilization

Managing and enhancing utilization of the existing parking inventory is another primary goal of the CPD program. Parking management is a useful tool for the viability of businesses within the CPD's. This effort may be achieved by, but not limited to, the following methods:

- **Valet-parking** – A valet parking program was established at 30th Street and Adams Ave in FY18. The program is a partnership with businesses in the area. The weekend program has been successful and is parking near capacity, with an average of 30 to 40 cars using the service on a typical weekend. The program will continue and expand to other areas within the district.
- **Parking evaluations** – Utilizing the parking inventory and utilization studies conducted along El Cajon Boulevard and in the North Park Main Street area changes to time limits and meter locations will continue to be made.

- **Install new meters and adjust rates**, hours of meter enforcement, parking meter time limits, and additions or removals of parking meters will be determined by the parking evaluations. Twenty meters were installed along El Cajon Boulevard in FY20. Meter installations will proceed in North Park, Normal Heights and in the College area in FY22.
- **Establishment or removal of time limited parking areas** in appropriate locations based on parking studies and community outreach. Work with businesses to install or adjust curb markings (red, white, blue, green) Locations as requested and warranted by utilization studies and through a survey that was conducted in The El Cajon Boulevard Business Improvement District. Other locations as requested.

Parking Demand Management

Parking demand management is an equally important goal of the CPD program. Providing enhanced mobility options, such as facilitating other non-vehicular modes of transportation, lessens the demands on the existing parking supply. This effort may be achieved by, but not limited to, the following methods:

- **Wayfinding-** Providing mobility, parking and access information through wayfinding signage.
 - A wayfinding program has been established to help with increasing mobility in the district by reducing congestion, increasing pedestrian safety, facilitating efficient movement of autos, and maximizing the use of bicycle and transit facilities. The contractor will facilitate the installation of wayfinding signage throughout the area and two kiosks on El Cajon Boulevard. The kiosks will contain information about the local parking garage, maps to local attractions and parks and information to assist visitors. The kiosk will promote the parking locations as well as alternative transportation options. The first kiosk has been designed and will be installed at 30th Street and El Cajon Blvd. The second will be installed at Menlo and El Cajon Boulevard. Design, construction and installation will be done by local contractors with the parking district providing funding.
 - Wayfinding signage has also been installed in North Park to direct drivers to the public parking garage.
- **Mobility-** Enhancing mobility by facilitating the use of alternative forms

of transportation

- **Biking**

- **Bike Accommodation-** Multiple bike lane projects are currently underway within the district. This includes a pilot dedicated bus/bike lane on El Cajon Boulevard, SANDAG bikeway projects and a protected bike lane on 30th Street. The contractor will promote the use of the network as well as fund capital projects needed to increase safety integration into the community. This might include bollards and landscaped amenities.
- **Bike Parking** - Bike corral projects, in addition to those already installed on Mississippi Street and North Park Way will be installed in the district. The installation of the racks is dependent on City approval and may require the installation of landscaping and signage. Promoting alternative forms of transportation, such as biking, will reduce parking demand as well as traffic congestion. 20 Bike racks will be installed in the district. This includes racks on El Cajon Boulevard, 30th Street, Adams Avenue and in North Park.
- **Bike/Scooter Share** – Micro-mobility can be an asset to the area, if implemented correctly. The contractor will work with vendors to ensure the bikes are distributed throughout the area, equitably and in a respectful manner in the right of way. The contractor will also help educate the public on the resource and the proper use of the bikes. This will include development of signage and programs related to bike safety.

- **Pedestrian Plazas / Parklets**

- The Contractor will partially fund three parklets in the district. The parklets will include bicycle parking. Work has started on a project at Utah and El Cajon Boulevard. Outreach will be conducted to businesses in City Heights, Golden Hill/South Park, Kensington, Talmadge, Normal Heights, and North Park to find a second location.
- Installation will be done by private contractors. Funding for the project will come from the Mid-City Community Parking District budget in partnership with private and public partners .

- **Transit**

- The Contractor has been working with MTS and the City of San Diego on implementing a pilot dedicated bus lane

along El Cajon Boulevard. A promotional program will be continued to educate the public about transit options in the district.

- **Bridge Deck Activation**
 - The contractor will implement projects which activate The Boulevard Transit Plaza on El Cajon Boulevard and the SR15. This includes programs related to increasing mobility options to reduce parking impacts in the area. Activities and improvements will be related to bicycling and transit.

- **Transit Prioritization Area Planning**
 - The contractor will work with partner organizations and development entities to coordinate efforts surrounding required transportation amenities in projects taking advantage of the reduction of parking space requirements for qualifying multifamily housing projects in Transportation Priority Areas in the district. This could entail the development of planning documents and promotional material.

Other Improvements or Activities

- **Providing pedestrian Safety**
 - The Contractor will plan and install pedestrian safety and traffic calming projects based on recommendations from The Boulevard West End Study; the Complete Boulevard; The Bike Accommodation study, the City's Pedestrian Master Plan; and efforts around Vision Zero.
 - Improvements to right-of-way conditions will facilitate the movement of pedestrian, bicycle and automotive activity to reduce the need for the public to move cars and park in multiple locations as part of one trip within the parking impact zones within the district.
 - Methods may include the use of lane adjustments, parking and transit strategies, and other potential public improvement projects to enhance mobility. Many of the West End Study recommendations have been included in other sections of this budget, like upgraded crossings and bicycle facilities. The contractor will also fund measures to proceed with a two-phase, pedestrian actuated signalized intersection at Kansas St.
 - A speed trailer has been purchased with MCCPD funds and

has been deployed in City Heights as a speed calming measure. The MCCPD works with the community to determine the best location for the unit. The partnership with the SDPD Mid-City Division will continue in FY2021 with the addition of other speed calming technology.

- Funding for the projects will come from the Mid-City Community Parking District budget, grant funding, and partnerships with the City of San Diego. City crews will be used to implement projects.

- **Crosswalk Enhancements**

- The Contractor will facilitate the installation of upgraded crossings on El Cajon Blvd in the Little Saigon District, 30th St and Kansas and a redesign of Park Blvd. This could include asphalt treatment, bulb-outs, crosswalks and the potential use of LED Embedded Pavement Flashing Light System.
- Installation will be done by a private contractor. Funding for the projects will come from the Mid-City Community Parking District budget, grant funding, and partnerships with the City of San Diego.

- **805 bridge pedestrian safety additions**

- Working with Caltrans, the contractor proposes widening the sidewalks across the 805 overpass that connects the Normal Heights portion of the business district with the University Heights portion of the business district. The project will also involve painting of bridge deck metal work (fence and poles) and chain link replacement.
- The improvements will also facilitate a new parking alignment that will enhance customer experience on the bridge.

Table 1 – Community Parking District FY2022 Plan and Budget – Overall

Table 1 Community Parking District FY2022 Plan and Budget - Overall Mid-City (El Cajon Boulevard) Community Parking District				
Overall	CDP Funded	=	CPD	City
1. Available Funds/Revenue (estimated and subject to year end reconciliation)				
CPD - FY2022 Allocation	\$ -			
CPD - Carry Forward	\$ 494,848			
Total Available Funds/Revenue	\$ 494,848 *			
2. Allocation of Available Funds/Revenue				
2A. Personnel				
Program Manager	\$ 15,000		\$ 15,000	
Administrative / Bookkeeping	\$ 3,000		\$ 3,000	
Fica/R Expense	\$ 2,000		\$ 2,000	
Health Insurance	\$ 2,000		\$ 2,000	
Total Personnel	\$ 22,000		\$ 22,000	\$ -
2B. Operating				
Rent - Office	\$ 8,000		\$ 8,000	
Telephone/Fax/Cell/Internet	\$ 1,000		\$ 1,000	
Mtngs/Conf/Dues/Subscriptions	\$ 200		\$ 200	
Printing	\$ 500		\$ 500	
Insurance	\$ -		\$ -	
CGL/Auto/D&O	\$ 1,000		\$ 1,000	
Insurance-Workers Comp	\$ 800		\$ 800	
Postage	\$ 2,000		\$ 2,000	
Audit	\$ 3,000		\$ 3,000	
Accounting Services	\$ 1,000		\$ 1,000	
Office Supplies	\$ 700		\$ 700	
Office Equipment	\$ 500		\$ 500	
Total Operating	\$ 18,700		\$ 18,700	\$ -
2C. Outreach/Publication/Promotion				
Educational Materials, Newsletter, Digital Advertising	\$ 4,000		\$ 4,000	
Website	\$ 1,000		\$ 1,000	
Surveys	\$ 2,000		\$ 2,000	
Total Outreach/Publication/Promotion	\$ 7,000		\$ 7,000	\$ -
2D. Projects/Activities/Contracts***				
2D1. Increasing Parking Supply	\$ 2,000		\$ 2,000	\$ -
2D2. Managing Parking Inventory	\$ 85,000		\$ 85,000	\$ -
2D3. Managing Parking Demand and Enhancing Utilization	\$ 95,000		\$ 95,000	\$ -
2D4. Other Improvements or Activities	\$ 215,000		\$ 215,000	\$ -
Total Projects/Activities/Contracts	\$ 397,000		\$ 397,000	\$ -
3. Total Expenses	\$ 444,700		\$ 444,700	\$ -
4. Contingency - 10% of Total Expenses (for Cost Overruns)	\$ 44,470		\$ 44,470	\$ -
5. Total Allocated Funds	\$ 489,170		\$ 489,170 **	\$ -
Unallocated (Total Allocated Funds - Total Available Funds)	\$ 5,678			
**Amount to be allocated to CPD in Purchase Order				
***See Table 2 for full details				

Table 2 – Community Parking District FY2022 Plan and Budget – Projects/Activities/Contracts

Table 2 Community Parking District FY2022 Plan and Budget - Overall Mid-City (El Cajon Boulevard) Community Parking District			
Projects/Activities/Contracts	CDP Funded Total	= CPD Organization Implemented	+ City Implemented / Reserved
2D1. Increasing Parking Supply			
Angle and Head-In Parking	\$ 2,000	\$ 2,000	
Increasing Parking Supply - Total	\$ 2,000	\$ 2,000	\$ -
2D2. Managing Parking Inventory			
Valet Parking Program	\$ 5,000	\$ 5,000	
Parking Meter Installation	\$ 80,000	\$ 80,000	
Managing Parking Inventory - Total	\$ 85,000	\$ 85,000	\$ -
2D3. Managing Parking Demand and Enhancing Utilization			
Wayfinding Program	\$ 20,000	\$ 20,000	
Bike Accomodation	\$ 10,000	\$ 10,000	
Bike Parking	\$ 3,000	\$ 3,000	
Bike/Scooter Share	\$ 2,000	\$ 2,000	
Pedestrian Plazas / Parklets	\$ 30,000	\$ 30,000	
Transit	\$ 10,000	\$ 10,000	
Bridge Deck Activation	\$ 10,000	\$ 10,000	
Transit Prioritization Area Planning	\$ 10,000	\$ 10,000	
Managing Parking Demand and Enhancing Utilization - Total	\$ 95,000	\$ 95,000	\$ -
2D4. Other Improvements or Activities			
Right of Way Improvements	\$ 70,000	\$ 70,000	
Crosswalk Enhancements	\$ 60,000	\$ 60,000	
805 Bridge Pedestrian Safety Additions	\$ 85,000	\$ 85,000	
Other Improvements or Activities - Total	\$ 215,000	\$ 215,000	\$ -
Sub-total of Projects/Activities/Contracts	\$ 397,000	\$ 397,000	\$ -
The implementation of proposed projects set forth above will require compliance with, and all necessary environmental review, as well as compliance with applicable law and is contingent upon the further approval of the appropriate City decision-maker.			

Table 3 – Community Parking District FY2022 Plan and Budget – Five-Year Outlook

Table 3 Community Parking District FY2022 Plan and Budget - Five Year Outlook Mid-City (El Cajon Boulevard) Community Parking District					
	FY2021	FY2022	FY2023	FY2024	FY2025
1. Projected Revenue					
Previous Year Carry Forward	\$ 494,848	\$ 5,678	\$ 5,208	\$ 14,738	\$ 25,268
Current Year Revenue	\$ -	\$ 74,000	\$ 84,000	\$ 85,000	\$ 86,000
Total Revenue	\$ 494,848	\$ 79,678	\$ 89,208	\$ 99,738	\$ 111,268
2A. Personnel	\$ 22,000	\$ 22,000	\$ 22,000	\$ 22,000	\$ 22,000
2B. Operating	\$ 18,700	\$ 18,700	\$ 18,700	\$ 18,700	\$ 18,700
2C. Outreach/Publication/Promotion	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000
2D. Projects/Activities/Contracts	\$ 397,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
3. Yearly Sub Total	\$ 444,700	\$ 67,700	\$ 67,700	\$ 67,700	\$ 67,700
4. Contingency - 10%	\$ 44,470	\$ 6,770	\$ 6,770	\$ 6,770	\$ 6,770
5. Yearly Total Expenditures	\$ 489,170	\$ 74,470	\$ 74,470	\$ 74,470	\$ 74,470
Cumulative Balance (Total Revenue - Total Expenditures)	\$ 5,678	\$ 5,208	\$ 14,738	\$ 25,268	\$ 36,798