



February 12, 2026

Re: Parking Meter Installation on El Cajon Boulevard

We have long been proponents of the use of meters to manage parking demand when and where appropriate. Parking meters serve as a useful tool to increase available spaces by promoting turnover and leaving spaces open for customers. They also provide the added benefit of bringing resources back into the community that can be used for much-needed improvements, especially related to active transportation and increased parking inventory.

With parking occupancy well below the 85% target, the proposed area of El Cajon Boulevard does not meet the standards normally used to deploy meters. The Mid-City Community Parking District, which we have managed since its inception, partially funded the study referenced by the City. In our review of the results with City staff in January 2025, it was determined that, with average occupancy of 55%, meters were not warranted.

In the two block fronts (out of 17 in the impacted area) that do have utilization and occupancy closer to the 85% target, there are currently no time limits. In our more than 20 years of experience managing the parking district on El Cajon Boulevard, the City has required time limits before installing meters. This strategy is also recommended in the study.

To date, no public outreach has been conducted. On January 27, we received an email from the Mayor's office notifying us that meters were coming to The Boulevard between the 805 and 15, and that notices would be sent "well in advance of the changes." Within roughly two weeks, the signs were installed, and the businesses we have spoken with had not been notified by the City.

Community Parking Districts were required to send notices and hold multiple public meetings over 60 days before installing meters. We also distributed the attached document we developed. This was shared with the community during outreach prior to the installation of parking meters in Mid-City.

Details have not been shared by the City regarding specifics, other than what we can see on the newly installed signs. We are requesting that all meters accept coins as a matter of equity in this community. Lower than standard meter rates are also desired. In addition, we would like an expedited process for adding 15- or 30-minute green zones to limit the impact on certain business types.

Respectfully,

Tootie Thomas, Executive Director
El Cajon Boulevard Business Improvement Association