

CITY MANAGER'S PARKING TASK FORCE

FACT SHEET

by Martin Mosier

History

The City Manager's Parking Task Force was formed at the request of City Councilmember Michael Zucchet after the City Manager recommended increasing parking meter rates from \$1.00 to \$1.60 per hour during the FY 2003-04 budget discussion. Downtown, Uptown and Mid-City business leaders opposed the increase and requested the task force be formed to look at better ways to manage parking citywide.

Task Force Participants

The Parking Task Force was comprised of 13 citizens (representing both residents and business interests) from a variety of neighborhoods in the City of San Diego, and five City of San Diego staff members. The core members appointed by the Mayor and Council were representatives of the city's three existing Parking Management Districts in Downtown, Uptown and Mid-City. Councilman Scott Peters appointed Martin Moser, past president of the La Jolla Town Council, to represent the community of La Jolla.

Timeframe

The committee worked for seven months to develop a new framework for how the city manages public parking (Aug. 2003 – Feb. 23, 2004). The Task Force was given a deadline of producing its final recommendations by February for incorporation into the City Manager's budget process.

Affected Communities

The Task Force approached parking as a city-wide resource, no specific solutions or changes were proposed for any community.

Scope of Work

It is important to understand that this Report of the Parking Task Force was a city wide effort on the part of these citizens and City Staff working together for 7 months, which now, if adopted, may provide us (La Jollans), a framework for solutions to parking management in La Jolla, just as for other communities throughout the City of San Diego; while still realizing that the best solutions for any individual community (such as La Jolla), might still come later from individual community input, decisions, management and implementation within this overall frame work of the Report of the Parking Task Force. This Report of the Parking Task Force, if implemented, would provide each community this ability to decide for itself what the best solutions might be for that community; and then implement and manage that solution within clear, defined, consistent, overall City guidelines. Clearly, the Parking Task Force rejected the concept that "one size fits all."

Task Force Mission Statement

"To recommend to the City Council effective strategies to better manage and expand San Diego's public parking inventory for the benefit of San Diego's communities, residents, businesses, and visitors."

Topics of Focus

The initial objective of the Parking Task Force was to discuss and make recommendations on:

1. Meter Rates and Time Limits
2. Meter Hours and Days of Service
3. Additional Meter Installations
4. Additional Parking Lots and Structures
5. Parking Rates at City-Owned Facilities (not addressed by Task Force)
6. Employee Parking Facilitation
7. Residential Parking Permits
8. New Parking Citation Hardware and Software Systems
9. Electronic Parking Meters that Accept Cash, Credit, and Debit Cards
10. Other Issues as Needed

Task Force Recommendations

The Parking Task Force rejected the concept that "one size fits all" when it comes to parking solutions. It also made a strong statement that paid on-street parking (older meters or new "pay and display" systems) should be implemented solely as a parking management tool, not as a revenue source for the City's General Fund. The report, if implemented by the City Council, would provide each community the ability to decide for itself what the best solutions might be for that community; and then implement and manage that solution within clear, defined, consistent, overall City guidelines. On-street parking time limits could vary from 15 minutes to 8 hours as appropriate to achieve a desired parking turn-over. Hourly rates for existing parking meters could be based upon demand (\$0.50 per hour in some places, \$2.00 per hour in another).

Communities with time-limit parking areas and/or paid on-street parking would have Parking Management Advisory Boards that would participate in a citywide Parking Advisory Committee. The San Diego City Council would serve as the ultimate Parking Authority.

Does This Give Communities More or Less Control Over Parking Issues?

The report gives the communities more say in determining how parking is managed in their areas. The City Manager and City Council still retain their ability to implement parking strategies that serve the greater public interest and would serve as an ultimate arbiter if consensus could not be reached within a given community.

Conclusion for La Jolla

This entire process and the report of the Parking Task Force have not resulted in a recommendation that any parking meters be installed anywhere in La Jolla. It has not been adopted or approved by any governmental agency. In my opinion, it is still a draft -- a working document, certainly open for discussion. If adopted by the City Council, the report does, however, give La Jollans the opportunity to solve and manage La Jolla's parking problems.

Martin Mosier, Parking Task Force Member
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