

The City of
SAN DIEGO
MOBILITY BOARD

Meeting Notice and Agenda

Wednesday, November 1, 2023

In Person Meeting: 4:30 PM – 6 PM

Civic Center Plaza, 1200 3rd Ave, 4th Floor Conference Room
San Diego, CA 92101

Members:

Daniel Reeves (Mayoral), Gary Smith (Mayoral), Michelle Krug (Mayoral), Barbarah Torres (Mayoral), Katie Crist (D1), Stephan Vance (D2), Rosa Olascoaga Vidal (D4) Chair, Nicole Burgess (D5), Jeff Dosick (D6), Steve Gelb (D7), Stephanie Hernandez (D9)

Agenda:

Item 1: Call to Order. Roll call.

Item 2: Approval of Meeting Minutes (Action)

Approval of the October 4, 2023, meeting minutes.

Item 3: Non-Agenda Public Comment

Item 4: Establishment of New Parking Districts (Information)

The Sustainability and Mobility Department will provide the Mobility Board with an overview of the Convoy and San Ysidro Parking Studies and the proposals to form a Community Parking District (CPD) in Kearny Mesa (Item 4a) and San Ysidro (Item 4b). The parking studies are available on the [City's CPD website](#).

Item 5: Bike Report (Information)

The Transportation Department will provide the Mobility Board with an overview of recently completed designs and implementation of bikeways around the City.

Item 6: Staff Updates

Item 7: Subcommittee Updates

- Bylaws Subcommittee

Item 8: Updates from Members

Item 9: Schedule for Future Meetings

- December 6, 2023
- January 10, 2024

- February 7, 2024
- March 6, 2024

Item 10: Adjournment

The next meeting is scheduled for December 6, 2023.

HOW TO SPEAK TO A PARTICULAR ITEM OR DURING NON-AGENDA PUBLIC COMMENT:

WRITTEN COMMENT

Non-Agenda and Comment on Agenda Items may be submitted using the [webform](#) indicating the agenda item number for which you wish to submit your comment. Comments received by the start of the meeting will be distributed to the Board and posted online with the meeting materials. All webform comments are limited to 500 words. Comments received after the start of the meeting but before the item is called will be submitted into the written record for the relevant item.

<https://www.sandiego.gov/mobility-board>

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The City of
SAN DIEGO
MOBILITY BOARD

Meeting Minutes

Wednesday, October 4, 2023
 In Person Meeting: 4:30 PM – 6 PM
 Civic Center Plaza, 1200 3rd Ave, 4th Floor Conference Room
 San Diego, CA 92101

Members:

Daniel Reeves (Mayoral), Gary Smith (Mayoral), Michelle Krug (Mayoral), Barbarah Torres (Mayoral), Katie Crist (D1), Stephan Vance (D2), Rosa Olascoaga Vidal (D4) Chair, Nicole Burgess (D5), Jeff Dosick (D6), Steve Gelb (D7), Stephanie Hernandez (D9)

Agenda:

Item 1: Call to Order. Roll call.

Chair Rosa Olascoaga called the meeting to order at 4:33 p.m.

Chair Olascoaga (D4) called roll: Gary Smith (Mayoral), Barbarah Torres (Mayoral) (Vice Chair), Stephan Vance (D2), Jeff Dosick (D6), and Steve Gelb (D7).

Item 2: Approval of Meeting Minutes (Action)

Chair Olascoaga asked the Mobility Board to review and approve the minutes from its October 4, 2023, meeting.

There were no public comments on this item.

Chair Olascoaga noted a typo for correction.

Action: Upon a motion by Gary Smith, and a second by Barbarah Torres, the Mobility Board voted to approve the corrected meeting minutes. The motion passed unanimously with all members in attendance voting 'Yes'.

Item 4: SANDAG Regional Plan (Information)

Jennifer Williamson, San Diego Association of Governments (SANDAG), presented an overview of the development of the 2025 Regional Plan, timeline, and opportunities to provide public input on the process.

There were no public comments on this item.

The Mobility Board discussed concerns about connectivity and bike lane removal due to the blue line trolley extension, and Regional Plan revenue alternatives.

Item 3: Non-Agenda Public Comment

- Chloe Lauer, San Diego Bike Collation, is concerned about the bikeway between 6th and 7th Streets where cars are parking in the bikeway, highlighting concerns about the

follow through of construction filed transportation request. She also requested an update on mobility grants at a future meeting.

- Jason Vance, Bike SD, proposed the City integrate a bicycle boulevard network, like Diamond St. He offered to provide a ten-minute presentation about bicycle boulevards, highlighting those in Berkeley and Portland.

Item 5: Bylaws Update (Approve)

Chair Olascoaga acknowledged the staff presentation was published on the Mobility Board website and asked the Mobility Board to if there was interest in establishing an Ad Hoc Subcommittee to update the Bylaws.

There were no public comments on this item.

Motion: Chair Olascoaga suggested the Mobility Board establish a Bylaws Ad Hoc Subcommittee.

Action: Upon a motion by Gary Smith, and a second by Steve Gelb, the Mobility Board established a Bylaws Ad Hoc Subcommittee. The motion passed unanimously with all members in attendance voting ‘Yes’.

Chair Olascoaga, Vice Chair Torres, and Steve Gelb volunteered to serve on the Subcommittee.

Item 6: Mobility Board Engagement Strategy (Discussion)

This item was continued to a later Mobility Board meeting.

Item 9: Updates from Members

- Barbarah Torres – Would like Jason Vance to return to the Mobility Board later and provide a presentation on Bike Boulevards with a city-wide focus.
- Jeff Dosick – The University City Planning Group has included Bike Boulevards in their latest planning efforts.

Item 7: Staff Updates

- Anna Lowe – The October Active Transportation and Infrastructure Committee meeting has been moved to October 20, 2023. The docket includes the formation of two new parking districts (Kearny Mesa and San Ysidro).

Item 8: Subcommittee Updates

This item was continued to a later Mobility Board meeting.

Item 10: Schedule for Future Meetings

Chair Olascoaga suggested the Mobility Board meeting, currently scheduled for January 3, 2024, be considered for a later date due to its proximity to the New Year’s Day holiday. Anna Lowe will poll the availability of Mobility Board members on Wednesday, January 10, 2024, to confirm quorum.

There were no public comments on this item.

Item 11: Adjournment

Chair Olascoaga adjourned the meeting at 5:28 p.m.

The next meeting is scheduled for November 1, 2023.

HOW TO SPEAK TO A PARTICULAR ITEM OR DURING NON-AGENDA PUBLIC COMMENT:

WRITTEN COMMENT

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<https://www.sandiego.gov/mobility-board>

###

Convoy District Partnership
7670 Opportunity Rd. #199
San Diego, CA 92111



August 1, 2023

City of San Diego
202 C Street
San Diego, CA 92101

Dear City of San Diego,

The Convoy District Partnership, a nonprofit dedicated to the enhancement and development of the Convoy District in Kearny Mesa, San Diego, would like to request the formation of the Convoy Community Parking District. Our commitment aligns with sustainable growth, ensuring a vibrant community for residents and businesses alike.

To support the formation, the Convoy Community Parking District Conceptual Plan outlines management, a 5-year outlook, and geographic details. Supported by the City of San Diego Convoy Corridor Parking Study, the Parking District will address pressing mobility and parking challenges.

In our efforts to ensure a well-informed and engaged community, we have conducted extensive outreach and community engagement initiatives. These include:

- Participation in the Kearny Mesa Community Plan Update approved in 2020
- Alignment with the City's Complete Communities Mobility Choices Plan in Oct 2020
- Convoy Bike Dialogue (Hybrid) on Aug 23, 2022, promoting active transportation options
- Parking Study, Road Resurfacing, and Bikeway Installation Public Forum (Hybrid) on Sep 13, 2022, gathering feedback
- Parking Study, Road Resurfacing, and Bikeway Installation Public Forum (Hybrid) on Dec 14, 2022, communicating study outreach strategy and proposed opportunities
- Convoy Corridor Parking Study outreach, Jan-Mar 2023
- Convoy Community Forum on May 3, 2023 on study results
- Kearny Mesa Planning Group presentation on May 17, 2023
- Ongoing Convoy Business Walks and mailout campaigns

The Convoy Community Parking District will alleviate parking challenges and enhance community livability. We kindly request your support in this endeavor.

Sincerely,

A handwritten signature in black ink that reads "Wesley Quach". The signature is fluid and cursive, with the first name being more prominent than the last.

Wesley Quach
Board Chair
Convoy District Partnership



Kearny Mesa Community Parking District Conceptual Plan Budget and Five-Year Outlook

Presented To:
City of San Diego

Presented By:
Convoy District Partnership

Purpose

A Community Parking District (CPD) is established by the City Council and oversees an established geographic area that is adversely impacted by parking. CPDs provide a mechanism whereby communities unable to meet existing parking demands may develop and implement parking management solutions to meet their specific needs and address parking impacts.

In accordance with Council Policy 100-18, entities that are considering the formation of a CPD shall develop a conceptual plan for how the Community Parking District will be managed and solicit community input. The conceptual plan outlines proposed improvements that would address the District's parking impacts, a five-year outlook budget, and metrics for tracking goals and performance. The narrative and accompanying tables represent the conceptual plan for the Kearny Mesa CPD by the Convoy District Partnership.

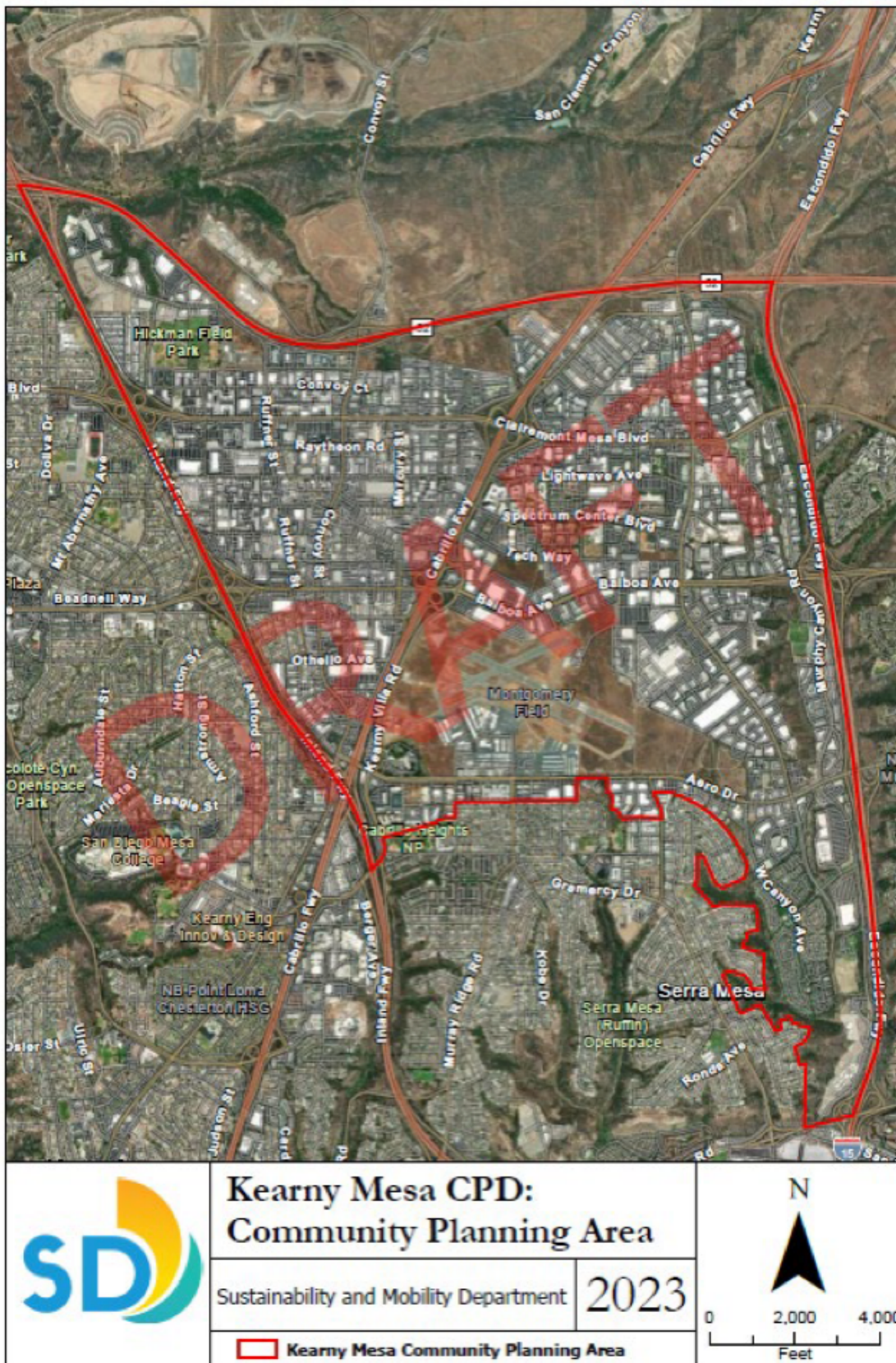
Proposed CDP Area

The Kearny Mesa Community Plan involved extensive community engagement and collaboration between residents, businesses, and City officials over several years prior to its adoption in 2020. The 2020 Community Plan Update included policies on land use, mobility, urban design, public facilities and services, natural resources, historic and cultural resources, and economic development and was passed in accordance with other plans and regulations, including the City's General Plan and Climate Action Plan. Ultimately, the most recently adopted Community Plan aims to transform the Kearny Mesa and Convoy District area, historically focused on industrial, restaurant, and retail, into a vibrant, healthy, and connected community with multimodal routes and public spaces that link employment, new housing, transit, parks, and other amenities.

In support of this forthcoming transformation of the Kearny Mesa community and of the thriving businesses in the Convoy Pan Asian Cultural and Business Innovation District, the Convoy District Partnership seeks to establish a CPD whose purpose is to fund a variety of parking solutions in the area, including but not limited to operating community circulators, entering in shared parking arrangements, establishing signage to assist with wayfinding and guiding drivers to less impacted parking areas, enforcing parking regulations, and enhancing mobility conditions to encourage residents, visitors, and employees to walk or roll to and from local businesses.

The proposed Kearny Mesa CPD area is below as follows. Its geographic boundaries are coordinated with the current Kearny Mesa Community Planning Area, which results in a CPD area that provides both the greatest flexibility in implementing comprehensive parking management solutions and is inclusive of future development in the community.

Proposed CDP Area



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 media with information on parking issues.

Individual Projects, Budget, and Outlook

The CPD will explore revenue generating opportunities to fund parking management projects. For purposes of developing a budget outlook, the annual budget consists of CPD revenue projections and four types of expenditure projections: 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.

Increasing Parking Supply

Increasing the parking supply will be one of the goals of the CPD program. This effort may be achieved by, but not limited to, the following methods:

On-street Parking Evaluations and Implementation

- The CPD will continue evaluating the feasibility of converting on-street parking to increase available spaces using angled and head-in angled parking and solicit support from adjacent residents and property owners by conducting community outreach and supporting noticing.

Curb Designations

- The CPD will work with City staff to evaluate and change curb colors to increase supply and manage parking. This includes reducing red curb lengths and exploring opportunities to optimize available curb space (e.g., commercial loading zones, passenger loading zones, 15-minute parking, ADA spaces, etc.). The CPD will work with business owners, residents, and property owners to gain approvals, and City crews will implement curb improvements.

Parking Structures

- The CPD can explore the feasibility of a local parking structure by potentially researching and funding a feasibility study.

Managing Parking Inventory and Enhancing Utilization

Management of the existing parking inventory can help ensure available parking spaces are well-utilized and have the turnover needed to support local business and resident needs. This effort may be achieved by, but not limited to, the following methods:

Time-Limited Parking

- Implementing time-limited parking (e.g., 15-minute, 2-hour, 4-hour, etc.) can help promote adequate parking turnover so patrons and visitors have access to businesses. Enforcement of time-limited parking will also be key in ensuring parking utilization is preserved.

Shared Parking and Employee Parking Programs

- Entering into or facilitating shared parking agreements to lease underutilized parking lots can help increase the use of available off-street parking for employees and visitors. This includes nearby office parking that are largely unused during non-business hours. Shared parking could be made available at low or no-cost to employees within the CPD to encourage utilization of these lots and increase availability of on-street parking nearest to businesses for patrons and visitors.

Managing Parking Demand and Enhancing Utilization

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:

Pedestrian Enhancements

- Improving wayfinding, lighting, and traffic-calming infrastructure can encourage residents, patrons, and employees to park in less impacted areas and walk or roll to their destinations, addressing the “first and last mile” issue.

Mobility Services

- Shuttles or circulators can move the general public within and around the district, thereby encouraging residents, patrons, and employees to park in less impacted areas while still riding to their destination.

Bike and Scooter Enhancements

- Encouraging bike and scooter infrastructure, such as racks and corrals, and engaging in outreach regarding added mobility options can improve public perception and experience with mobility in Convoy, reducing parking demand.

Community Parking District Budget and 5-Year Outlook

The CPD proposes to evaluate a variety of revenue generating opportunities to fund the initiatives outlined in this plan. Revenue for CPD activities have not been identified at this time, however, potential revenue sources could include revenue sharing from shared parking agreements, parking meters, where appropriate, or a combination of other funding sources. For purposes of developing a financial outlook, the following budget tables outline a conceptual budget for the CPD and the potential list of CPD projects for implementation, should funding be identified. Phasing for project implementation is subject to funding availability. Future funding for the community parking districts will be considered as part of the Fiscal Year 2025 annual budget process per Council Policy 100-18.

Table 1 – Conceptual CPD Budget

Conceptual Budget Kearny Mesa Community Parking District	
Conceptual Budget Plan	Estimated Expenses
Personnel/Administration	
Program Manager and additional staff	\$ 10,000
Total Administration	\$ 10,000
Operating	
Office Supplies	\$ 1,000
Total Operating	\$ 1,000
Marketing and Outreach	
Newsletter	\$ 500
Marketing (Web Site, Brochure)	\$ 2,000
Surveys	\$ 500
Total Marketing and Outreach	\$ 3,000
Projects and Contracted Services	
Circulator Shuttle Implementation**	\$ -
Wayfinding Systems	\$ 20,000
Pedestrian Lighting	\$ 20,000
Micromobility Mobility Rack Purchase & Installation	\$ 20,000
Total Projects/Contracted Services	\$ 60,000
Estimated Expenses	\$ 74,000
Contingency	\$ 1,000
Total Estimated Budget	\$ 75,000
<small>** Annual operating costs for a circulator service will be defined based on future service planning.</small>	

Table 2 – CPD Budget – Five-Year Outlook

CPD Five Year Outlook					
Kearny Mesa Community Parking District					
	FY2025	FY2026	FY2027	FY2028	FY2029
Estimated Revenue					
Previous Year Carry Forward	\$ -	\$ 25,000	\$ 28,310	\$ 15,898	\$ 8,729
Projected Fiscal Year Revenue	\$ 100,000	\$ 105,000	\$ 110,000	\$ 115,000	\$ 120,000
Total Estimated Revenue	\$ 100,000	\$ 130,000	\$ 138,310	\$ 130,898	\$ 128,729
Personnel/Administration	\$ 10,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 20,000
Operating	\$ 1,000	\$ 1,200	\$ 1,400	\$ 1,600	\$ 2,000
Marketing and Outreach	\$ 3,000	\$ 4,000	\$ 4,000	\$ 3,000	\$ 3,000
Projects and Contracted Services	\$ 60,000	\$ 80,000	\$ 100,000	\$ 100,000	\$ 100,000
Subtotal	\$ 74,000	\$ 100,200	\$ 120,400	\$ 119,600	\$ 125,000
Contingency	\$ 1,000	\$ 1,490	\$ 2,012	\$ 2,569	\$ 3,161
Total Estimated Budget	\$ 75,000	\$ 101,690	\$ 122,412	\$ 122,169	\$ 128,161
Cumulative Balance (Total Revenue - Total Expenditures)	\$ 25,000	\$ 28,310	\$ 15,898	\$ 8,729	\$ 568



Chainwoman
Nona Vargas



October 11, 2023

City of San Diego
202 C Street
San Diego, CA 92101

Dear City of San Diego,

The San Ysidro Improvement Corporation (SYIC), a nonprofit dedicated to the prosperity of the San Ysidro community, would like to request the formation of the San Ysidro Community Parking District. Our commitment to advance a healthy and thriving community is core to the SYIC's mission.

The San Ysidro Improvement Corporation published a Conceptual Plan that outlines community parking district management, a 5-year outlook, and priority projects for the San Ysidro area. Formation of a community parking district will advance the San Ysidro Community Plan by implementing mobility initiatives that address parking demand and contribute to the vitality of the area. A parking district would also enable SYIC to execute several of the strategies outlined in the San Ysidro Parking Study to maximize available parking in the area and manage demand for parking.

The proposal to form a community parking district was unanimously supported by the San Ysidro Community Planning Group at their meeting on September 13, 2023. The SYIC also held a public forum in partnership with the City's Sustainability and Mobility Department on October 5, 2023, to solicit community feedback on the proposed conceptual plan.

Through the formation of the San Ysidro Community Parking District, SYIC will convene a Community Parking Advisory Board to advise and support future mobility projects in the area. The SYIC is a committed partner to the City and active leaders in our Community. We look forward to enhancing our work with residents and businesses in the creation of a unified vision for parking and transportation in the area.

The San Ysidro Improvement Corporation kindly requests your support in this endeavor.

Sincerely,



Jason M-B Wells
Executive Director

San Ysidro Community Parking District Conceptual Plan, Budget and Five-Year Outlook

Purpose

Community Parking District (CPD) are established by the City Council and oversee an established geographic area that is adversely impacted by parking. CPDs provide a mechanism whereby communities unable to meet existing parking demands may develop and implement parking management solutions to meet their specific needs and address parking impacts.

Earlier this year, the City of San Diego completed the San Ysidro Parking Study (Study). The Study collected data in the Spring of 2022 and evaluated existing conditions of on-street and off-street parking within the study area. The Study identified several street segments within the Border Village area that regularly experience high parking demand throughout the day. Generally, higher utilization of parking was observed near the residential area south of Beyer Street and along East San Ysidro Boulevard, Virginia Avenue, Border Village Road. The Study also determined that the several parked vehicles exceeded time limits within the study area, which was more prevalent on weekends and that comprehensive parking management is required to manage available on-street parking. Additionally, the San Ysidro Community Plan outlined several mobility strategies to improve parking and mobility within the community including the formation of a parking district. This becomes especially important as the population grows and redevelopment occurs.

In accordance with Council Policy 100-18, entities that are considering the formation of a CPD shall develop a conceptual plan for how the Community Parking District will be managed and solicit community input. The San Ysidro Improvement Corporation proposes to serve as the legal entity for the Community Parking District and form a Parking Advisory Board.

The plan outlines proposed improvements that would address parking impacts identified in the Study, a five-year outlook budget, and metrics for tracking goals and performance. The narrative and accompanying tables, below, represent the conceptual plan for the San Ysidro CPD.

Proposed CPD Area

The proposed CPD area would extend from the San Ysidro Land Port of Entry, northeast along Beyer Blvd to its intersection with Dairy Mart Road; west along Dairy Mart Road to its intersection with Camino de la Plaza.; then southeast along Camino de la Plaza to the San Ysidro Land Port of Entry.

Community Input

The San Ysidro Improvement Corporation will hold the first community/public meeting on October 3, 2023. It will further ensure robust community input by complying with the Brown Act and building an advisory board made of residents, non-profits, educators and other community members. In compliance with the Brown Act, meetings will be held on a regular cadence and open to the public.

The CPD will have its own page on the San Ysidro Improvement Corporation website (with autonomous linkage) that will display all CPD actions on the internet for public consumption. All CPD meetings will contain a public comment segment.

Community input will also be 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.

Parking District Conceptual Plan

The plan outlines proposed improvements that would address parking impacts identified in the Study, a five-year outlook budget, and metrics for tracking goals and performance. The narrative and accompanying tables, below, represent the conceptual plan for the San Ysidro CPD.

Increasing Parking Supply

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

On-street parking evaluations

- The CPD will continue evaluating the feasibility of converting on-street parking to increase available spaces using angled and head-in angled parking and solicit support from adjacent residents and property owners by conducting community outreach and mailing out notices. As on-street parking evaluations are conducted, the CPD will work with the City to ensure on-street parking is clearly delineated and that there are adequate ADA spaces per City standards.

Curb Designations

- The CPD will work with city staff to evaluate curb uses (passenger loading, commercial loading, parking) to increase supply and manage available on-street spaces. This includes reducing red curb lengths and implementing time-limited parking. The CPD will work with business owners, residents and property owners to solicit public input.

Managing Parking Inventory

Management of parking inventory can help ensure available parking spaces are well-utilized and have the turnover needed to support the local business and resident needs. This effort may be achieved by, but not limited to, the following methods:

Time limited parking and Parking Meters

- Implementing time limited parking (e.g., 15-minute, 30-minute, 2-hour, 4-hour), can help promote adequate parking turnover so patrons and visitors have access to businesses. Enforcement of time-limited parking is key to ensure parking utilization is preserved. The CPD will work with the City to evaluate short-term parking designations throughout the area and evaluate opportunities to consolidate or optimize short-term spaces that are not well utilized. Additionally, there are several streets that lack time-limited parking and are experiencing high parking utilization. The CPD will work with the City to evaluate for additional time-limited parking where this is occurring such as Border Village Road. At the September Planning Group Meeting, the San Diego Police Department also shared that there are several instances of oversized vehicles using on-street parking for extended periods of time. Implementing time-limited parking may assist with enforcement of parking operations per the San Diego Municipal Code.
- In areas where time-limited parking has not proven to be effective and has not yielded sufficient turnover to benefit the community, parking meters can encourage turnover. This is most applicable along commercial areas along San Ysidro Boulevard and side streets within Border Village. The CPD will explore a phased approach for installation of

meters starting along the street segments consistent with the recently complete parking study. Education and enforcement are critical to the rollout of this. The CPD proposes to work hand in hand with the City and SDPD to develop an education and enforcement strategy to ensure the seamless rollout of meters where needed most.

Other Parking Strategies

- Shared Parking and Employee or Residential Parking Programs: Entering into or facilitating shared parking agreements to lease underutilized parking lots can help increase the use of available off-street parking for employees, residents, and visitors. This includes nearby office parking that are largely unused during non-business hours. Shared parking could be made available at low or no-cost to employees within the CPD to encourage utilization of these lots and increase availability of on-street parking nearest to businesses for patrons and visitors. The CPD proposed to survey employers within the area to determine interest and feasibility of shared parking solutions.
- Valet programs: In partnership with major commercial centers or employers, the CPD may explore valet services to optimize parking supply. This could help maximize underutilized off-street parking spaces, such as the SYIC parking lot, to support seasonal parking demand in the area. Additionally, this can complement similar efforts taking place in the “outlets area.”

Managing Parking Demand and Enhancing Utilization

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:

Pedestrian Enhancements

Improving wayfinding, lighting, and traffic-calming infrastructure can encourage residents, patrons, and employees to park in less impacted areas and walk or roll to their destinations, addressing the “first and last mile” issue.

The San Ysidro Community Plan identified several of these projects such as the Gran Paseo de San Ysidro, gateway wayfinding feature in Border Village, and other pedestrian plazas. Removing medians and concentrating vehicular lanes along appropriate portions of San Ysidro Blvd will allow for the creation of large, outdoor pedestrian plazas that encourage non-vehicular travel, improve safety for vulnerable road users, positively impact parking needs, and make the business corridor much more pedestrian-friendly and walkable.

Mobility Services

Shuttles or circulators can move the general public within and around the district, thereby encouraging residents, patrons, and employees to park in less impacted areas while still riding to their destination. Additionally, carsharing services provide a convenient mobility option for people who use transit or other alternative options and may occasionally be in need of a vehicle. Encouraging bike and scooter infrastructure, such as racks and corrals, and engaging in outreach regarding can help expand use of alternative modes of transportation that can mitigate parking impacts. Mobility services can move users between both PedEast and PedWest pedestrian border crossings, between San Ysidro's "Outlet District" and our small retail district; and move users between the Border and Beyer Transit Stations.

Evaluation and Monitoring

The San Ysidro CPD will monitor parking utilization, using available data from parking meters, to track parking meter utilization. Additionally, the CPD will work with the City to track and monitor curb and parking evaluations that are submitted on a monthly basis. This data, paired with information from SDPD and parking enforcement, will equip the CPD with information needed to make informed decisions about parking strategies.

Additionally, as other mobility projects are implemented that address parking demand, the CPD will work with the City to develop evaluation criteria to monitor impacts including but not limited passengers serve by shuttle services, quantity and use of bike parking, transportation surveys, etc. Consistent with current policy, the CPD will provide an annual report to the City at the end of each fiscal year.

Parking District Budget and Five-Year Outlook

The CPD will explore revenue generating opportunities to fund parking management projects. For purposes of developing a budget outlook, the annual budget consists of CPD revenue projections and four types of expenditure projections: personnel, operations, outreach, and individual project costs. The following narrative details individual projects proposed by the CPD for a 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 a conceptual budget, the project cost breakdown, and a five-year outlook budget, respectively. The budget in Table 1 assumes the installation of parking meters, pending community approval, which may yield up to \$20,000 in revenue in FY24. Future budget and revenue appropriations are subject to Council approval per Council Policy 100-18.

Table 1
Community Parking District FY2025 Conceptual Budget
San Ysidro Community Parking District

Overall	CDP Funded Total	=	CPD Organization Implemented	+	City Implemented / Reserved
1. Available Funds/Revenue (estimated and subject to year end reconciliation)					
CPD - FY2024 Meter Revenues	\$ 20,000				
CPD - Fund Balance					
Total Available Funds/Revenue	\$ 20,000		\$ -		
2. Allocation of Available Funds/Revenue					
2A. Personnel					
Program Manager and CPD Staff	\$ 7,000		\$ 7,000		
	\$ -				
Total Personnel	\$ 7,000		\$ 7,000		\$ -
2B. Operating					
Rent - Office	\$ -				
Telephone/Fax/Cell/Internet	\$ -				
Mtngs/Conf/Dues/Subscriptions	\$ -				
Printing	\$ -				
Insurance	\$ -				
CGL/Auto/D&O	\$ -				
Insurance-Workers Comp	\$ -				
Postage	\$ -				
Audit	\$ -				
Accounting Services	\$ -		\$ 500		
Office Supplies	\$ -				
Office Equipment	\$ -				
Total Operating	\$ 500		\$ 500		\$ -
2C. Outreach/Publication/Promotion					
Newsletter					
Marketing (Web Site, Brochure)			\$ 2,500		
Surveys	\$ -				
Total Outreach/Publication/Promotion	\$ 2,500		\$ 2,500		\$ -
2D. Projects/Activities/Contracts*					
2D1. Increasing Parking Supply	\$ -		\$ -		\$ -
2D2. Managing Parking Inventory			\$ -		\$ 10,000
2D3. Managing Parking Demand and Enhancing Utilization	\$ -		\$ -		\$ -
2D4. Other Improvements or Activities	\$ -		\$ -		\$ -
Total Projects/Activities/Contracts	\$ 10,000		\$ -		\$ 10,000
3. Total Expenses	\$ 20,000		\$ 10,000		\$ 10,000
4. Contingency - for Cost Overruns	\$ -				
5. Total Allocated Funds	\$ 20,000		\$ 10,000	-	\$ 10,000
Unallocated (Total Allocated Funds - Total Available Funds)	\$ -		\$ -		

*See Table 2 for full details

Table 2
Community Parking District FY2025 Plan and Budget - Projects/Activities/Contracts
San Ysidro Community Parking District

Projects/Activities/Contracts	CDP Funded Total	=	CPD Organization Implemented	+	City Implemented / Reserved
2D1. Increasing Parking Supply					
On-Street Parking Evaluations	\$ -				
Curb Use Evaluations	\$ -				
Increasing Parking Supply - Total	\$ -		\$ -		\$ -
2D2. Managing Parking Inventory					
Time-Limited Parking	\$ -				
Parking Meters	\$ 10,000				\$ 10,000
Shared Parking and Employee Parking Survey	\$ -				
Valet Program	\$ -				
	\$ -				
	\$ -				
Managing Parking Inventory - Total	\$ 10,000		\$ -		\$ 10,000
2D3. Managing Parking Demand and Enhancing Utilization					
Pedestrian Enhancements - Wayfinding	\$ -				
Pedestrian Enhancements - Pedestrian-Scale Lighting	\$ -				
Pedestrian Enhancements - Traffic Calming	\$ -				
Mobility Services - On-Demand Shuttle	\$ -				
Mobility Services - Micromobility Parking	\$ -				
	\$ -				
	\$ -				
Managing Parking Demand and Enhancing Utilization - Total	\$ -		\$ -		\$ -
2D4. Other Improvements or Activities					
	\$ -		\$ -		
	\$ -		\$ -		
	\$ -		\$ -		
Other Improvements or Activities - Total	\$ -		\$ -		\$ -
	\$ 10,000				\$ 10,000

Table 3
Community Parking District FY2025 Plan and Budget - Five Year Outlook
San Ysidro Community Parking District

	FY2025	FY2026	FY2027	FY2028	FY2029
1. Projected Revenue					
Previous Year Carry Forward	\$ -	\$ -	\$ -	\$ -	\$ -
Current Year Revenue	\$ 20,000	\$ 80,000	\$ 82,000	\$ 100,000	\$ 104,000
Total Revenue	\$ 20,000	\$ 80,000	\$ 82,000	\$ 100,000	\$ 104,000
2A. Personnel	\$ 7,000	\$ 8,000	\$ 9,000	\$ 10,000	\$ 10,000
2B. Operating	\$ 500				
2C. Outreach/Publication/Promotion	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500
2D. Projects/Activities/Contracts	\$ 10,000	\$ 45,500	\$ 44,500	\$ 87,500	\$ 91,500
3. Yearly Sub Total	\$ 20,000	\$ 56,000	\$ 56,000	\$ 100,000	\$ 104,000
4. Contingency	\$ -	\$ 24,000	\$ 26,000		
5. Yearly Total Expenditures	\$ 20,000	\$ 80,000	\$ 82,000	\$ 100,000	\$ 104,000
Cumulative Balance (Total Revenue - Total Expenditures)	\$ -	\$ -	\$ -	\$ -	\$ -