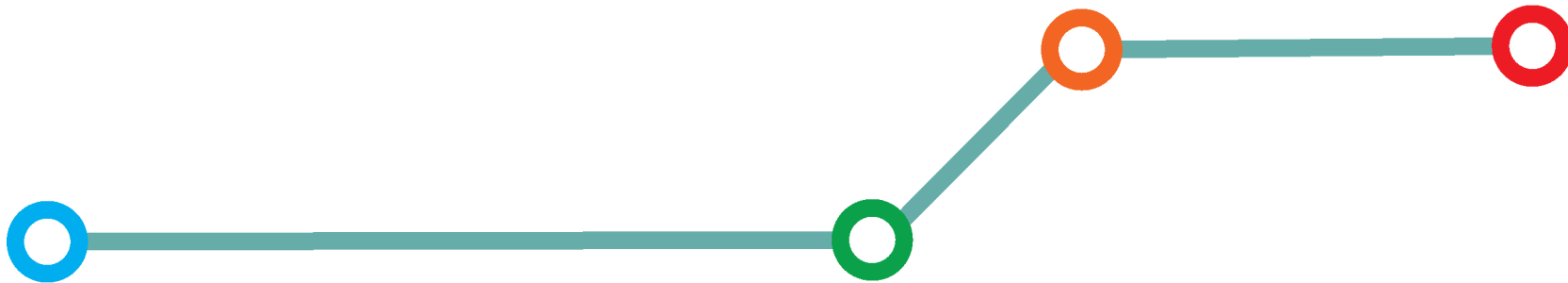WELCOME!

Please keep yourself muted and turn video off

Place questions in chat, there will be a Q&A following the presentation

Comments can be submitted to pbparking.org or pacificbeachcpd@gmail.com

# Pacific Beach Community Parking District:

# Paid Parking Pilot Program

# Community Parking District (CPD)

- - Established by City Council in June 2005
- - Goals of the CPD are to
- - address ongoing traffic concerns
- - Identify issues with PB parking inventory
- - Based on community forums and parking studies
- - Managed by CPD Advisory Board
  - PB Town Council-
  - PB Planning Group
  - Beautiful PB
  - Discover PB
  - Four at-large, neighborhood delegates

# Map of Pacific Beach Parking District
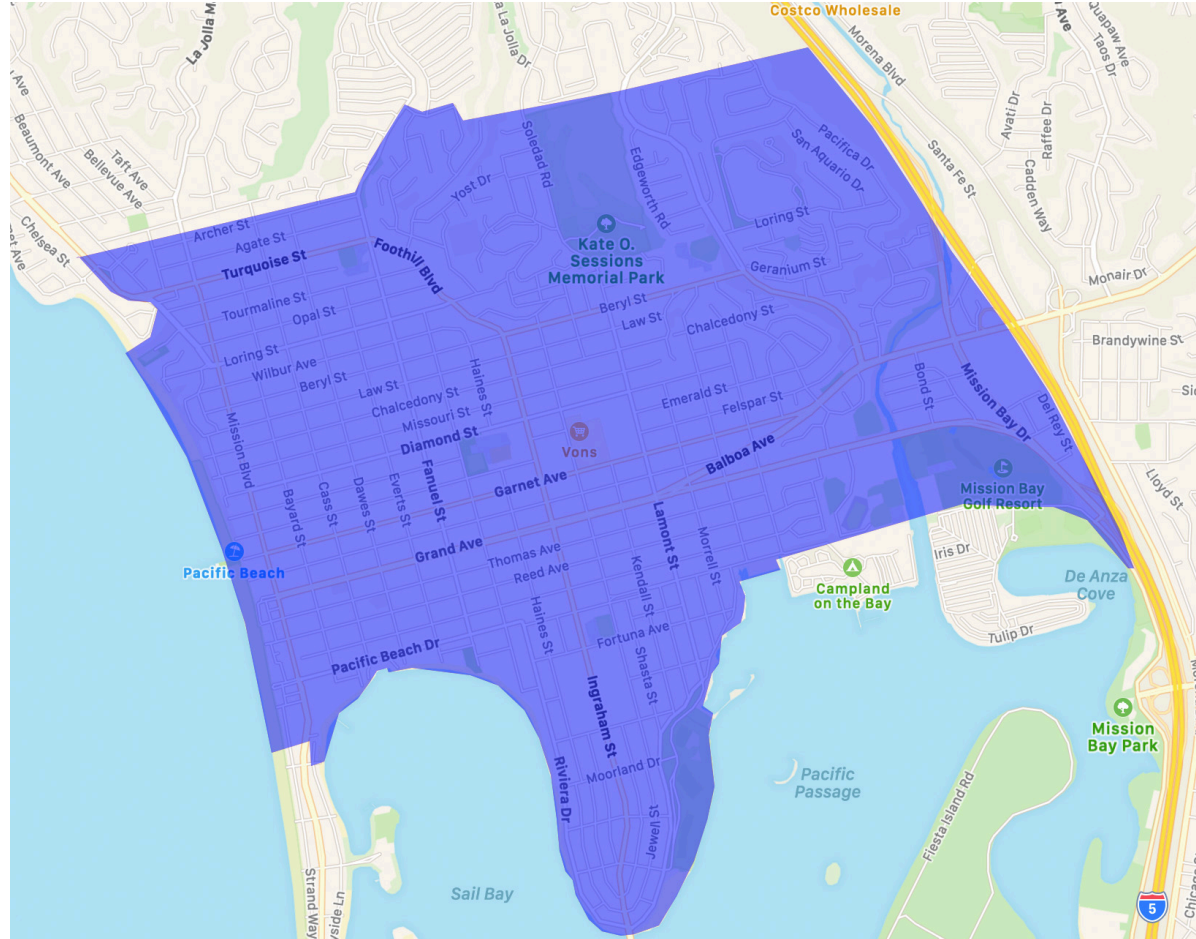
# Street Parking:
# A resource we all share

- - Not enough available street spaces during peak times

- - Drivers "cruise" the neighborhood to find parking

  - Causes traffic congestion on Garnet and adjacent streets

  - Pollution

  - Unsafe conditions for pedestrians and bikes

# CPD Paid Parking to Solve Traffic Problems

- - A management solution for community street parking.

- - A revenue stream for Pacific Beach…

    *that stays in Pacific Beach.*

# Pacific Beach CPD Program

- •- The Pacific Beach Parking Advisory Committee proposes a one-year pilot program for paid street parking in the densest, prime-parking area of the Garnet commercial district.

- •- The Advisory Committee will measure effects of paid parking and reevaluate monthly and at the end of the pilot.

The Pilot program will be

- Limited to commercial parking zones

- **Limited to areas that are already 2hr-and-less time limits**

- Pricing will flex to accommodate higher and lower demand

- Will not exceed City of San Diego cap ($2.50/hr)

# Benefits and Concerns CPD

**Benefits**

- Keep PB revenue in PB
  - Fund community improvement projects

- Increase turn-over for prime parking

- Increase parking space availability

- Reduce traffic congestion

- Increase pedestrian safety

- Mitigate visitor impact

- Stop paying for disproportionate share of external parking costs

- Incentive to drive less and reduce pollution

**Concerns**

- Administrative costs

- Create accountability for parking revenue spending

- Residence have to pay for parking

- Some visitors may choose not to visit PB businesses and beaches

- Parking spillover into adjacent residential areas

- 2017 Parking survey showed 57% of people did not support paid parking

# CPD Revenue Distribution

- - Funds are distributed back to the community via the Parking Advisory Board (SD City Council Policy 100-18)

- - 20% estimate of total funds go to City's administrative cost for maintenance and operations

- - 80%  of total funds then split
  - 45% to the CPD
  - 55% to the City

- The City may allocate all or a portion of management-related revenues to the CPD on a case-by-case basis

# CPD Funded Project Examples

• Funding can be used to **improve and/ or increase availability, supply, and effectiveness of parking for residents, visitors, and businesses within ¼ mile of the metered parking zone.**

• <u>Examples:</u>

• - Fund a circulator shuttle (decreases congestion in residential neighborhoods)
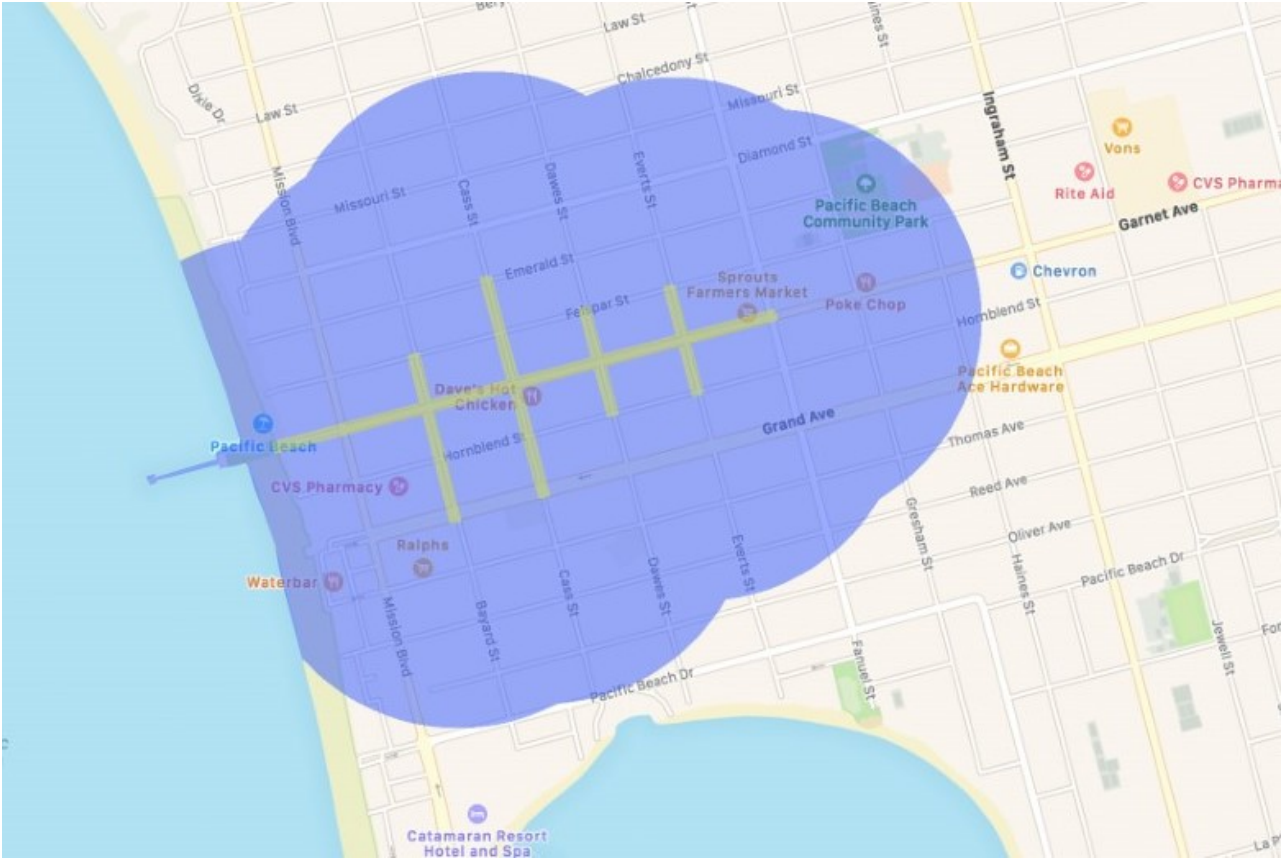
• - Increase pedestrian and cyclist safety (Vision Zero)

• - Fund commercial district landscaping (barriers separating pedestrians and moving traffic)

• - Calm traffic

• - Boost mobility wayfinding

• -create employee parking program or valet program
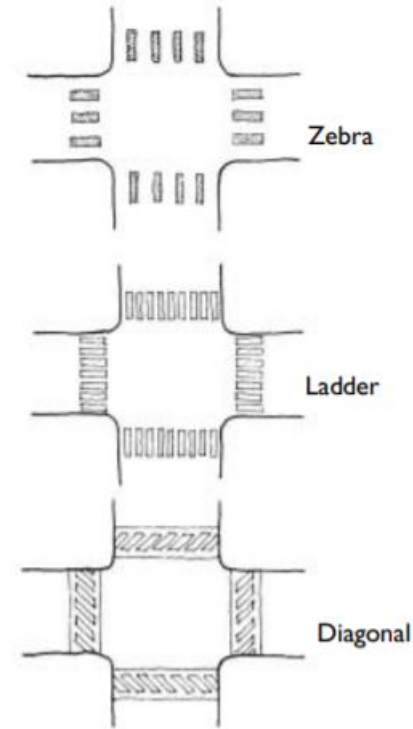
# Metered Parking Zone

# Bring back the Sun Runner



- Reduce parking demand
- Used for special events
- Assist those parked in CPD to easily reach their destination
- Connect to new trolly station

# Increase Pedestrian Visibility









- Make pedestrian and cyclist **visible** to drivers
- Encourage proper and **safe** traffic flow
- Create crosswalks with **more striping** on high-volume streets
- Pave crosswalks to **reduce slip risk**

# Make Streets Easier to Cross



- Create **mid block crosswalks**
- Shorten walking distance
- **Calm traffic** by narrowing travel lanes
- Offer a **protected zone** while waiting for gap in traffic

# Create Safety with Streetlights







- Aesthetically improve lighting sources
- Use of LED lights

https://www.sandiego.gov/sustainability/energy-and-water-efficiency/programs-projects/smart-city

# Measuring CPD Success

- Does parking turnover improve/ increase parking availability to 1-2 spots per block?

- Does the pilot increase utilization of private lots?

- Does the pilot reduce the impact of parking in residential neighborhoods?

- Does the pilot increase active transportation?

- How much funding is raised for critical improvements in pilot zone?

# Next Steps

- Continued Community Outreach

- Advisory Committee Will Review Feedback and vote to support or not support proposal

- Proposal will go San Diego City Council for Approval

- Installation

- The PB Parking Advisory Committee meets monthly to monitor goals, projects and budget.
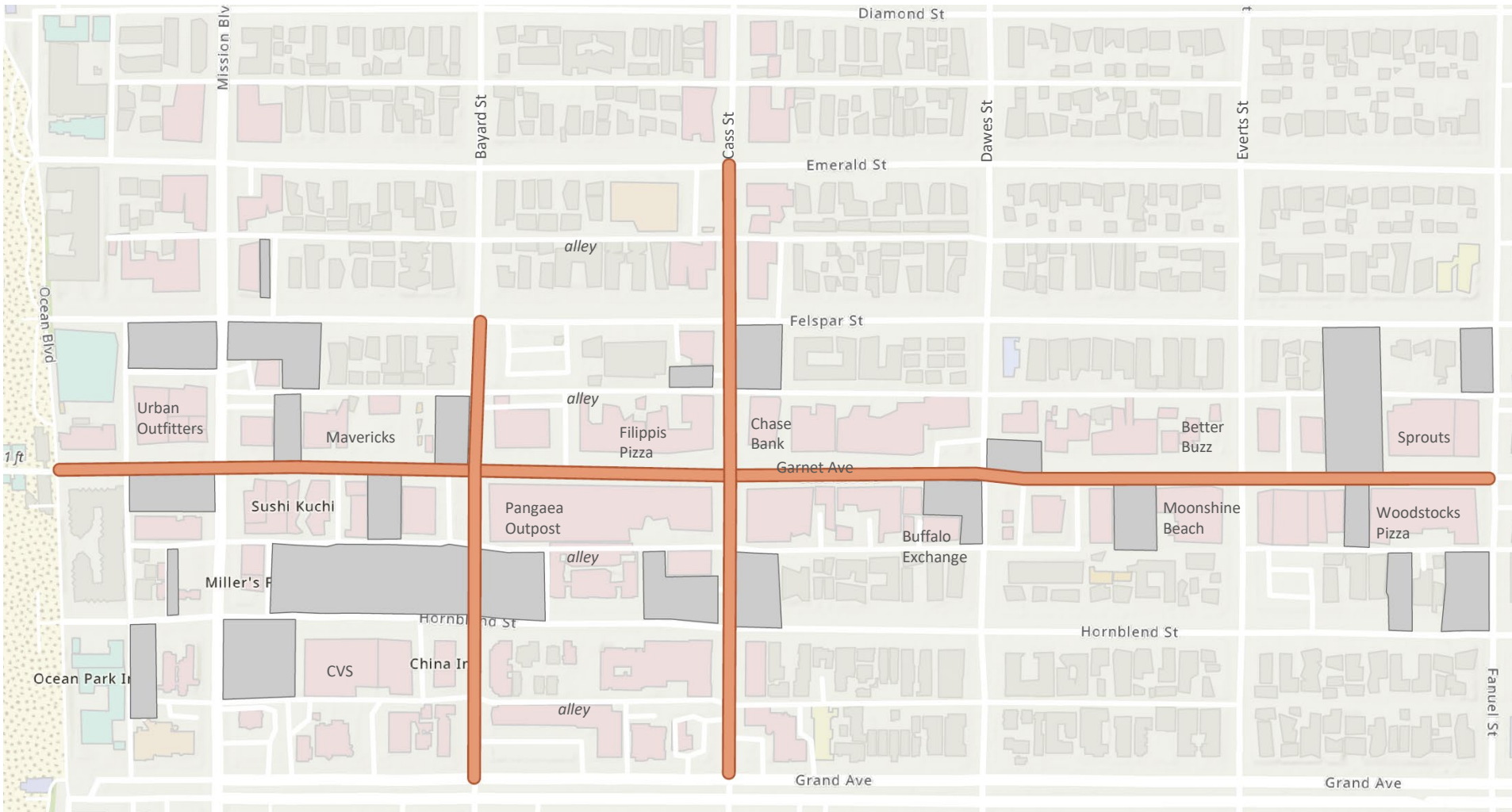
**On Street Parking Spaces**
2hr-319 spaces
15min-2 spaces
ADA- 5 spaces

**Off Street Parking Spaces**
Pay Public-654
Customer/Employee-430

# Pilot Program Proposed Area and Space Count*
*estimated counts, some customer parking used as pay public off hours.

Paid Street Parking (Proposed)

Paid Parking Lots (Existing)

10/19/20

# Parking District Funding Example



Estimated Budget Based on $1/hr Rate

| | |
|---|---|
| Total Revenue | $796,224 |
| City Administrative Cost | $159,245 |
| CPD Share | $286,640 |
| City Share- Additional Projects/General fund | $350,339 |

5
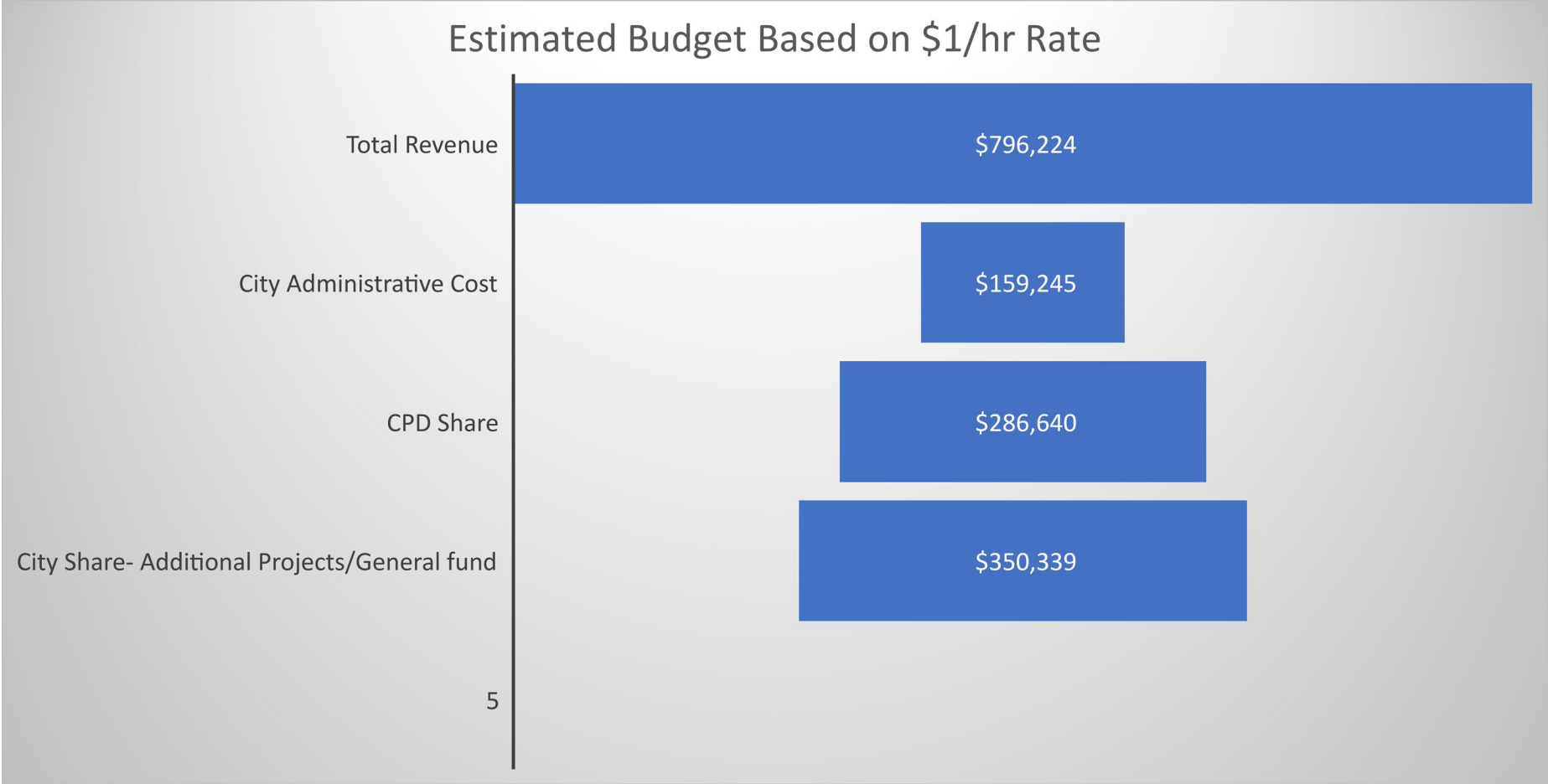
# Community Out Reach*

- Sept 16th-Discover PB Hospitality Group meeting
- Sept 16th PB Town Council General Meeting, streamed on Facebook
- Sept 18th- Beautiful PB Board meeting
- Sept 23rd- PB Planning Group Streets and Sidewalks Committee
- Sept 28th- Discover PB Business Informational Session
- Oct 2nd- Beach and Bay Press Article
- Oct 7th- Public Informational Session- advertised in Beach and Bay press, posted on Nextdoor, Social PB FB group, website and flyers.
- Oct 7th- PB Town Council Board of Directors Meeting

Oct 8th -Discover PB Business Informational Sessions

Oct 10th- San Diego Union Tribune Article

Oct 11th- Fox 5 News Story

Oct 14th- Pacific Beach Planning Group Board  Meeting

Oct 21st -Discover PB Retail Committee

Oct 21st- Discover PB Hospitality Group Meeting

Oct 30th – BBP article if approved

Nov 5th- Public Informational Session- advertised in BBP, Facebook, DPB Newsletter, PBTC Newsletter, Block Captains

Nov 11th- PB Planning Group

*Does not include monthly PBCPD Advisory meetings that are open to public

# Community Out Reach Feedback

1. <u>Business Surveyed Inside Pilot program</u>

   Support=14                    No=0                    Maybe=1- Concerned with private lot security

2. <u>Inside Pilot Program Contacted and emailed information with no response = 23</u>

3. <u>Inside Pilot Program Need to Contact or No Contact Available=10</u>

4. <u>Outside Pilot Program</u>

   - Support=5                    No=1                    Maybe=0

# Community Out Reach Feedback

<u>Written Feedback From Informational Workshops</u>
Do not Support Pilot Program-18     Do Support Pilot Program-15     Provided Neutral Suggestions-3

*"I want to write you to let you know of my concerns about the paid parking pilot program. I'm a PB resident who already has difficulty finding parking close to my apartment, and I believe more parking meters will only exacerbate this issue. People won't be inclined to pay for a spot in a commercial lot, but will instead park further from the beach on residential streets for free"- Resident*

*"It is my professional opinion that limited paid parking will be a great addition and help, not only for local businesses but to the community at large. It will increase the turnover rate on the major thoroughfare in front of the local businesses. This will, in turn, offer more people the opportunity to support our businesses on an increased frequency. It also will help deter the campers who park their vehicles for hours and days at a time. A lot of the funds generated from the parking will be able to help support and beautify the local area, by providing funds for sidewalk and street maintenance as well as street light and bike lane improvements. I know change is difficult, but paid hourly street parking in Pacific Beach will help the local community quite dramatically"- 25 year Business Owner*

*"What about people who are going elsewhere but park in bank/retail parking lots rather than at meters? That will make it difficult for actual customers to find parking. Businesses with parking lots may have to hire security personnel to keep noncustomers from parking, which might result in unpleasant situations" - Resident*

# Further Resources

- Please submit comments and feedback to pbparking.org contact form OR [pacificbeachcpd@gmail.com](mailto:pacificbeachcpd@gmail.com)

- FAQ

- More Resources and 2017 Survey Results can be found **pbparking.org**

# Questions?

Please send comments or questions to

pacificbeachcpd@gmail.com