



AGENDA FOR THE LA MESA COMMUNITY PARKING COMMISSION

Tuesday, November 15, 2016

City Administration Building, City Council Chambers
8130 Allison Avenue, La Mesa

1. Call Meeting to Order at 5:30 p.m.
2. Roll Call
3. Approval of Minutes for October 18, 2016
4. Written Communications
5. Public Comment (non-agenda items)
6. Informational Items
7. OLD BUSINESS
 - a. Downtown Parking Fund Available Balance
8. NEW BUSINESS
 - a. Recommendation to the Traffic Commission that La Mesa Boulevard, between Acacia Avenue and Normal Avenue, be Designated a Parking Permit Zone
 - b. Possible Additional Locations for Smart Meters in the Parking District.
 - c. Parking Meter and Parking Permit Rate Review
9. Additions to the Next Agenda
10. Adjournment

Materials related to an item on this agenda submitted to the La Mesa Community Parking Commission after distribution of the agenda packet are available for public inspection in the Community Development Department located at La Mesa City Hall, 8130 Allison Avenue, La Mesa, California, during normal business hours.

The City of La Mesa encourages the participation of disabled individuals in the services, activities, and programs provided by the City. Individuals with disabilities, who require reasonable accommodation in order to participate in the Parking Commission meetings, should contact the City's Americans with Disabilities Act (ADA) Coordinator, Rida Freeman, Human Resources Manager, 48 hours prior to the meeting at 619-667-1175, fax 619-667-1163, or rfreeman@ci.la-mesa.ca.us.



MINUTES

LA MESA COMMUNITY PARKING COMMISSION

Tuesday, October 18, 2016

1. CALL TO ORDER

The meeting of the La Mesa Community Parking Commission was called to order by Commissioner Franklin at 5:37 p.m. in the City Council Chambers located at 8130 Allison Avenue, La Mesa, California, 91942.

2. ATTENDANCE

Members Attending: Commissioners Franklin, Hewitt, McCune, Shea

Members Absent: Baron

Staff Attending: Chris Gonzales

3. APPROVAL OF THE MINUTES OF JUNE 21, 2016

Commissioners Baron, Franklin and Hewitt were present at the June 21, 2016 meeting. Commissioner Hewett made a motion to approve the minutes, Commissioner Franklin seconded the motion. The motion carried, 2-0.

4. APPROVAL OF THE MINUTES OF JULY 19, 2016

Commissioners Hewitt, McCune, and Shea were present at the July 19, 2016 meeting. Commissioner Shea made a motion to approve the minutes. Commissioner McCune seconded the motion. The motion carried, 3-0.

5. WRITTEN COMMUNICATIONS

None

6. PUBLIC COMMENT (NON-AGENDA ITEMS)

Mr. Larry Henning, owner of a business located at 8035 La Mesa Blvd., asked the Commission to consider adding the parking spaces on La Mesa Blvd., between Normal Ave. and Acacia Ave, into the Parking Permit Program. He acknowledged the availability of metered and permit parking in the area but finds the distance to the permit parking too far and the duration of the two-hour parking too brief for his business activities. His observation is that the metered parking spaces along this portion of La Mesa Blvd. are underutilized because employees and customers often use the Vons parking lot and that they could better serve area businesses and residents by being included in the Parking Permit Program.

7. INFORMATIONAL ITEMS

Mr. Gonzales provided a brief update on plans to repair and maintain municipal parking lots.

8. OLD BUSINESS

a. Selection of Chair and Vice-Chair

Commissioner Franklin nominated Commissioner Shea for the position of Chair. Commissioner Hewitt seconded the motion. The motion carried, 4-0.

Commissioner McCune made a motion to nominate herself for the position of Vice Chair. Commissioner Hewitt seconded the motion. The motion carried, 4-0.

b. Downtown Parking Fund Available Fund Balance

Mr. Gonzales reported an available fund balance of negative \$1,000 at the end of the fourth quarter of the 2015-16 Fiscal Year, net of a one-year operating reserve, encumbered funds, remaining amount budgeted for departmental expenses and remaining Council approved transfers. He noted that the Commission may want to reconsider the Commission policy of maintaining a one- or two-year operating reserve at a future meeting.

9. NEW BUSINESS

a. Additional funding for Municipal Parking Lot Maintenance

Mr. Gonzales presented a report on funding the repair and maintenance of the four municipal parking lots in the Downtown Village. The report identified total project costs of approximately \$35,300, including materials and equipment for necessary repair work in the Allison Ave. lot. Project funding includes \$15,000 in budgeted funds and approximately \$7,400 in the Transportation CIP fund that was left over from the 2010 parking lot repair/maintenance project. There is a funding shortfall of approximately \$13,000, due mainly to the unanticipated cost of repairing the Allison Avenue lot.

Commissioner Franklin made a motion to recommend to Council the allocation of \$12,915 from the Downtown Parking Fund to account 1310-6426, Maintenance of Buildings and Grounds, and the re-appropriation of \$7,380 in Fund 302, the Transportation CIP Fund, to the CIP Plan for the purpose of municipal parking lot maintenance. Commissioner Shea seconded the motion. The motion carried, 4-0.

9. ADDITIONS TO NEXT AGENDA

Commissioner Franklin made a motion to add the discussion of parking permits on La Mesa Blvd., between Acacia Ave. & Normal Ave. Commissioner Hewitt seconded the motion. The motion carried, 4-0.

Commissioner Franklin made a motion to explore parking technology upgrades in the Parking District. Commissioner Hewitt seconded the motion. The motion carried, 4-0.

Commissioner Franklin made a motion to explore additional locations for smart meters in the Parking District. Commissioner McCune seconded the motion. The motion carried, 4-0.

Commissioner Franklin made a motion to review parking meter and parking permit fees. Commissioner McCune seconded the motion. The motion carried, 4-0.

10. ADJOURNMENT

The meeting was adjourned at 6:29 p.m. until November 15, 2016.



REPORT to the LA MESA COMMUNITY PARKING COMMISSION

DATE: November 15, 2016
SUBJECT: Item 7.a. Downtown Parking Fund Available Balance
ISSUING DEPARTMENT: Community Development Department

SUMMARY:

Issues: Briefing on the available fund balance in the Downtown Parking Fund (DPF), Q1 of FY 2016-17.

BACKGROUND:

At the August 7, 2008 regular meeting of the La Mesa Community Parking Commission (Commission), the Commission requested that staff provide quarterly briefings on the available balance in the DPF. Staff is, therefore, providing this briefing on the fund balance for the 1st quarter of the 2016-17 Fiscal Year (FY), the most recent quarter for which data is available. The purpose of this briefing is to provide a snapshot of the balance in the DPF and an estimate of funds available, net of budgeted departmental expenses, encumbrances, Council approved allocations, and operating reserves, at the close of the most recent quarter of the fiscal year.

The Downtown Parking Fund (DPF) is a special revenue fund for the receipt of parking related revenues (i.e., revenue from parking meters, parking permits, and citations) and the funding of budgeted departmental expenses related to parking management and enforcement. In addition, the DPF may fund a range of projects, as determined appropriate by the City Council. The Commission is an advisory body to the Council and, as such, is not vested with discretionary spending authority for DPF funds.

DISCUSSION:

The DPF supports expenses for personnel, equipment, and services related to parking enforcement and parking management for two departments, the Police Department (PD) and the Community Development Department (CD), as well as for non-enforcement business support services provided by other City departments, as approved by City Council. At the close of the first quarter of FY 2016-17, the DPF had a gross fund balance of approximately \$254,000. Fiscal year obligations include \$199,000 in combined departmental budgets for CD and PD, \$97,000 in Council approved fund transfers (support services, downtown maintenance, holiday lighting, and parking lot repair), and \$4,000 in outstanding encumbrances.

Report to La Mesa Community Parking Commission (LMCPC)

Date: November 15, 2016

Page: 2 of 3

The available fund balance at the end of the fiscal year was *negative* \$290,000, net of remaining departmental budgets, a one-year operating reserve, and encumbered funds and remaining approved fund transfers.

DPF Fund Balance (end 1st Qtr. FY 2016-17):	\$254,000
(Less) One-Year Departmental Operating Expenses:	(\$244,000)
(Less) Remaining Departmental Budgets:	(\$199,000)
(Less) Encumbered Funds:	(\$4,000)
(Less) Remaining Approved Transfers:	<u>(\$97,000)</u>
Available Fund Balance:	(\$290,000)

This negative result should not be interpreted as a literal depiction of the financial state of the DPF and should not be construed to mean parking operations are defunct. There was sufficient funding to meet all financial obligations of the parking operation through the end of the quarter. However, there was not sufficient funding to maintain a full one-year operating reserve, as desired by the Commission. The Commission had previously endorsed a policy statement encouraging the preservation of a healthy reserve in the DPF equivalent to at least two years of departmental operating expenses. In May 2014, the Commission voted to place a two-year moratorium on the reserve policy to free up additional funding for the Downtown Streetscape Improvement Project. It should be noted that the preservation of an operating reserve of any duration is a Commission policy objective and not a policy directive from the Council. The expenditure of any portion of the Downtown Parking Fund is subject to the discretion of the Council.

The revenue sources that contribute to the DPF fund balance include parking citations, parking permit fees, parking meter revenues and interest earned on the fund balance.

FY 2016-17, Q1 Downtown Parking Fund Revenue Sources (1)						
DPF Revenue Source	Jul. 2016		Aug. 2016		Sept. 2016	
	Amount	% Total	Amount	% Total	Amount	% Total
Parking Citations	\$0	0.0%	\$11,260	89.8%	\$0	0.0%
Parking Permits	\$3,740	14.2%	\$333	2.7%	\$10,142	21.4%
Parking Meters	\$21,819	83.1%	\$242	1.9%	\$36,460	77.1%
Interest Income	\$708	2.7%	\$708	5.6%	\$708	1.5%
Total	\$26,268	100.0%	\$12,543	100.0%	\$47,310	100.0%
<small>(1) Per City of La Mesa Finance Department.</small>						

The City's Finance Department is working to improve the timely reporting of parking citation revenue, as well as parking meter revenue to reflect regular patterns of monthly income. Subsequent reports will reflect more accurate deposits for these revenue categories.

Report to La Mesa Community Parking Commission (LMCPC)

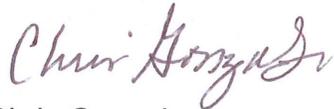
Date: November 15, 2016

Page: 3 of 3

CONCLUSION:

The available fund balance in the DPF at the end of the first quarter of the 2016-17 fiscal year was *negative* \$290,000, net of Council approved transfers, encumbered funds, departmental budgets and operating reserves. Staff will continue to monitor the DPF available fund balance and report to the Commission periodically.

Submitted by:

A handwritten signature in dark ink, appearing to read "Chris Gonzales". The signature is written in a cursive style with a large initial "C".

Chris Gonzales

Community Development Program Coordinator



REPORT to the LA MESA COMMUNITY PARKING COMMISSION

DATE: November 15, 2016

SUBJECT: Item 8.a. Recommendation to the Traffic Commission that La Mesa Boulevard, Between Acacia Avenue and Normal Avenue, be Designated a Parking Permit Zone

ISSUING DEPARTMENT: Community Development Department

SUMMARY:

Issues: Should the La Mesa Community Parking Commission (Parking Commission) recommend to the Traffic Commission that both sides of La Mesa Blvd., between Acacia Ave. and Normal Ave., be designated as a parking permit zone?

BACKGROUND:

On October 18, 2016, Mr. Larry Henning appeared before the Parking Commission to request that the portion of La Mesa Blvd., between Acacia Ave. and Normal Ave., be included in the Parking Permit Program. Since 1999, Mr. Henning has operated a business at 8035 La Mesa Blvd., a location without off-street, private parking. In his comments, Mr. Henning acknowledged the availability of metered and permit parking in the area but finds the duration of the two-hour parking proximal to his location too brief for his business activities and the distance to the permit parking too far to walk on busy days where he and his employees are coming and going frequently. According to Mr. Henning, the ability to purchase a parking permit and have long-term parking closer to his business location would be of benefit to him and to other businesses in the area. He also noted that the public parking in the area is underutilized because many employees and customers instead choose to park free at La Mesa Springs retail center, anchored by Vons.

DISCUSSION:

As shown in Attachment A, public parking resources between Acacia Ave. and Normal Ave. consist of \$0.75/Hr. metered parking on both sides of La Mesa Blvd. with a two-hour maximum (20 spaces on the north side and 15 spaces on the south side) and 30 spaces of \$0.50/Hr. metered parking in the La Mesa Blvd. Municipal Parking Lot, located near the intersection of Acacia Ave. & La Mesa Blvd., approximately 100 yards east of Mr. Henning's location. The municipal lot also offers parking permit access at a cost of \$40/quarter. In addition, there is one 15-minute space located at 8035 La Mesa Blvd. These spaces serve the commercial strip on the south side of La Mesa Blvd., west of Acacia Ave., which consists of multiple small office, retail, and personal service businesses. Most of these businesses lack off-street parking, as does a small residential rental complex in the area near Normal Ave. A new

Report to La Mesa Community Parking Commission (LMCPC)

Date: November 15, 2016

Page: 2 of 2

project has been entitled at 8055-61 La Mesa Blvd. consisting of seven residential units and 1,800 square feet of commercial space. Although the new project will meet its parking requirements on-site, it may generate additional demand for both short- and long-term public parking.

Mr. Henning is correct in saying that the public parking resources in this area are underutilized and there are two main reasons for this. One, the major properties in this area each has its own supply of private parking. Larger office properties, B.I.T. Company and La Mesa Plaza, have ample parking, as does the La Mesa Springs retail center, anchored by Vons. Two, employees and customers of businesses located along this portion of La Mesa Blvd. commonly use the Springs' parking field for free, long-term parking and the center's management has not addressed this through enforcement.

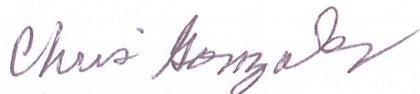
There is precedent for expanding parking permit access beyond the limits of municipal lots into underutilized on-street areas. This was been done on Allison Ave., between Spring St. and La Mesa Blvd., and on Lemon Ave., between Spring St. and 4th St. In those cases, the motivation for expansion was to relieve peaking occupancy levels in permit areas in municipal parking lots and permit pricing in the expansion areas was benchmarked to meter rates (i.e. in \$0.50/Hr. areas, the permits were priced at \$40/Qtr. and in \$0.75/Hr. areas the permits were priced at \$60/Qtr.).

Parking permit areas are designated as Parking Permit Zones in the La Mesa Municipal Code (Section 12.42). It is the purview of the Traffic Commission to make such recommendations to the City Council for approval. Therefore, the Parking Commission would be making a recommendation to the Traffic Commission as a first step in the process.

CONCLUSION:

Although, in this case, the motivation to expand parking permit access to an under-utilized on-street area is different than in past cases, staff has not identified any major drawbacks to expanding permit access along this portion of La Mesa Blvd. The Commission should hear testimony and discuss the matter and determine whether or not to recommend to the Traffic Commission that the portion of La Mesa Blvd., between Acacia Ave. and Normal Ave., should be designated a parking permit zone.

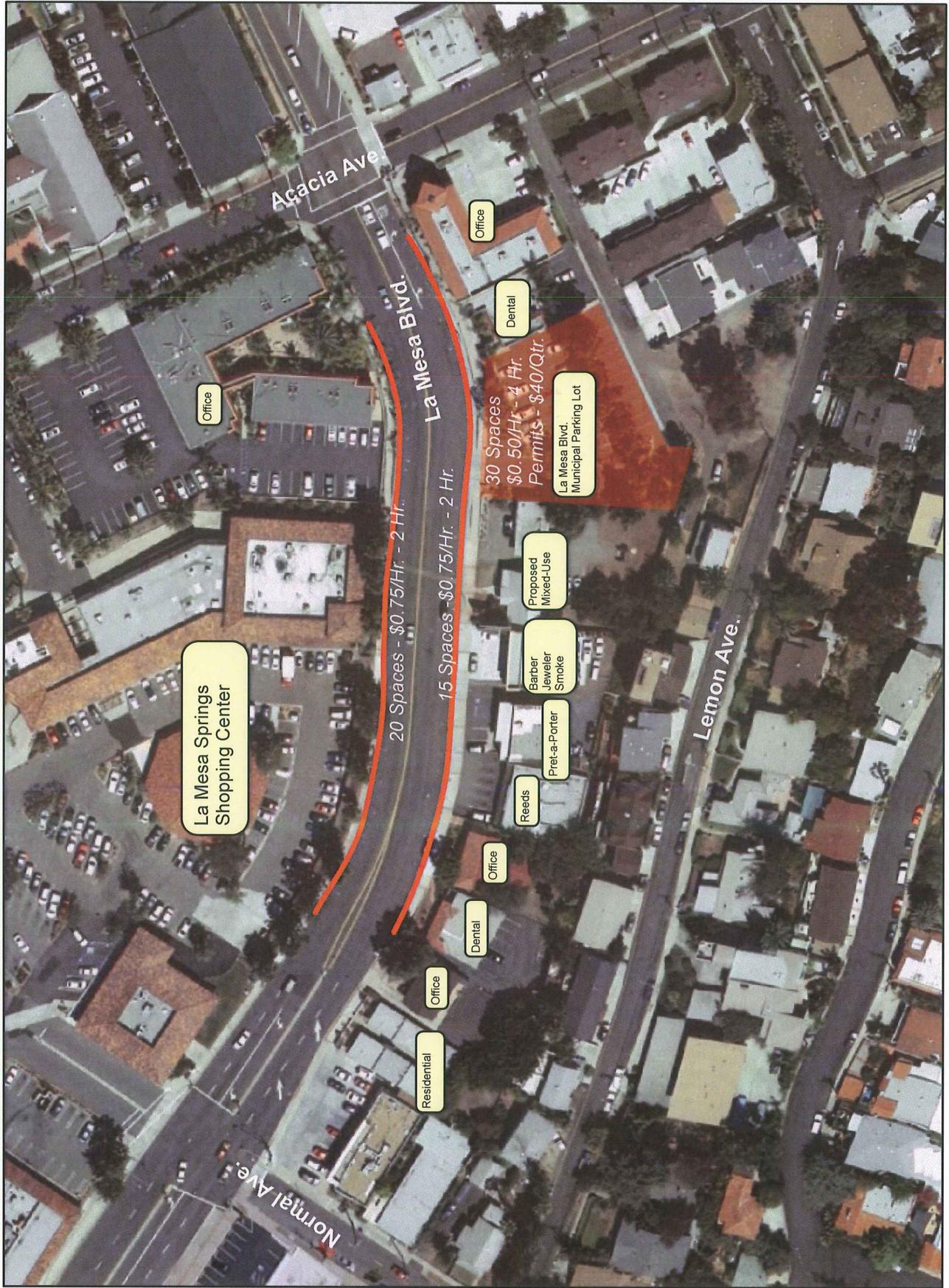
Submitted by:



Chris Gonzales
Community Development Program Coordinator

Attachments: A – Aerial Map

Attachment A - Aerial Map





REPORT to the LA MESA COMMUNITY PARKING COMMISSION

DATE: November 15, 2016

SUBJECT: Item 8.b. Possible Additional Locations for Smart Meters in the Parking District

ISSUING DEPARTMENT: Community Development Department

SUMMARY:

Issue: There are currently 95 meters in the Parking District with cash/credit/debit payment capability. Should this meter technology be implemented in other areas of the Parking District and, if so, which areas?

BACKGROUND:

In 2010, the Parking Commission recommended, and the City Council approved, an expenditure of \$73,000 from the Downtown Parking Fund to acquire and install 102 smart parking meter mechanisms and in-ground sensors designed and manufactured by IPS Group, Inc. In the same action, the Council approved a budget increase of approximately \$14,000 to cover the related ongoing costs of operation. The meter mechanisms and the in-ground sensors were installed along La Mesa Blvd., between Acacia Ave. and 4th St. in October 2010.

DISCUSSION:

The in-ground sensors were removed in 2014 in advance of road repair and repaving related to the Downtown Streetscape Improvement Project. Due to sometimes spotty reliability and the invasive nature of their installation (coring into pavement), the in-ground sensors will not be reinstalled. Six years later, the IPS meter mechanisms are still functioning well and have proven to be solid and reliable. However, meter mechanism technology has progressed in the intervening years and it is time to consider upgrading with new meter mechanisms that facilitate not only cash/credit/debit but also an array of digital payment options, such as payment by mobile application and/or pay by smart phone (i.e., Apple Pay and Android Pay). Likewise, sensor technology has improved and IPS has introduced sensors that are integrated into the meter mechanism's dome housing, making installation and, if necessary, diagnostic, repair or replacement tasks quicker and easier to perform. The existing meter mechanisms the City is using in the field today are not compatible with the new sensor technology and cannot facilitate Apple Pay or Android Pay. It makes sense to integrate technology into parking operations that facilitates use of mobile devices, as they become increasingly integrated into the tasks of daily life and commerce. The over-riding concept is to facilitate compliance by providing customers with as many payment platforms as possible and to make those platforms easy to use. Compliance is always preferable to enforcement.

Report to La Mesa Community Parking Commission (LMCPC)

Date: November 15, 2016

Page: 2 of 2

In considering potential new locations for smart meters and sensors, the volume of parking activity is a key consideration. First and foremost, this will help ensure that the technology serves the greatest numbers of customers. Secondly, high-turnover is needed to support the cost of ownership and operation because each smart meter and sensor has an ongoing monthly cost of ownership for online management access and wireless data. Credit/debit transactions also incur a fee. The IPS meter mechanisms in use today are located only on La Mesa Blvd., between Acacia Ave. and 4th St. They were placed there because La Mesa Blvd. is the commercial spine of the Downtown Village and generates robust parking volume. Data indicate that the 95 smart meters on La Mesa Blvd. generate approximately 60% of parking meter revenue despite comprising only 20% of the District's total meter inventory. Parking permit areas are not good candidates for smart meters because, as expected, activity in these areas tends to be dominated by long-term, sedentary vehicles that do not utilize the parking meters.

Based on experience and observation, other potential areas that could generate sufficient parking volume are as follows:

- Palm Ave., between La Mesa Blvd. and Allison Ave. (17 meters)
- Palm Ave., between La Mesa Blvd. and the southern alley (5 meters)
- 3rd St., between La Mesa Blvd. and the southern alley (6)
- 4th St., between La Mesa Blvd. and the southern alley (6)
- Date Ave., between La Mesa Blvd. and the southern alley (4)

CONCLUSION:

The Commission should consider options for upgrading to newer-generation parking technology at existing smart meter locations and whether or not to expand the technology to additional locations. If the Commission is interested in moving forward, staff will gather cost estimates and report back in January 2017.

Submitted by:



Chris Gonzales
Community Development Program Coordinator

Attachments: A – Map of Existing and Potential Smart Meter Locations

Attachment A - Existing and Potential Smart Meter Locations



Existing Smart Meter Areas
Potential Smart Meter Areas



REPORT to the LA MESA COMMUNITY PARKING COMMISSION

DATE: November 15, 2016
SUBJECT: Item 8.c. Parking Meter and Parking Permit Rate Review
ISSUING DEPARTMENT: Community Development Department

SUMMARY:

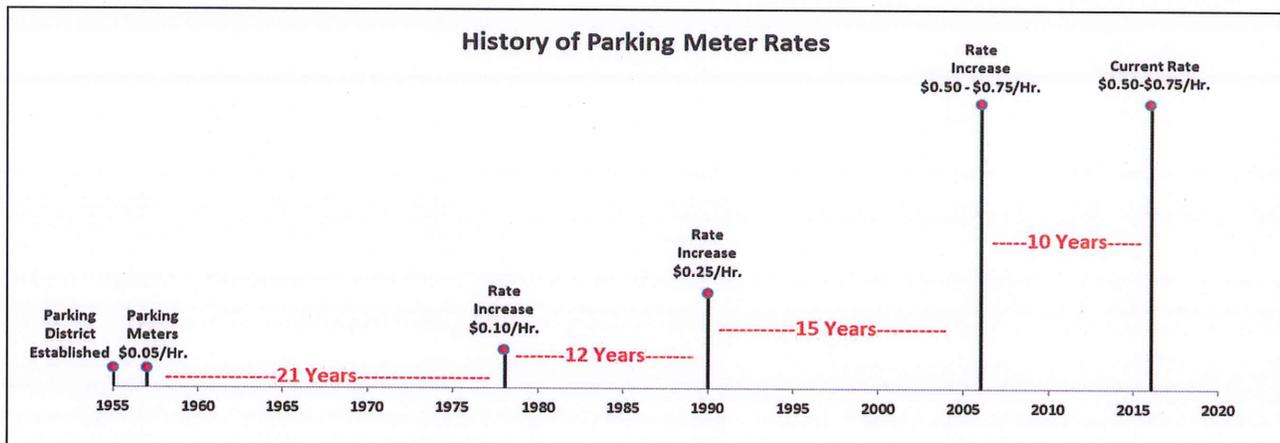
Issues:

1. The Commission has requested background information for a review of parking meter rates and parking permit rates.

BACKGROUND:

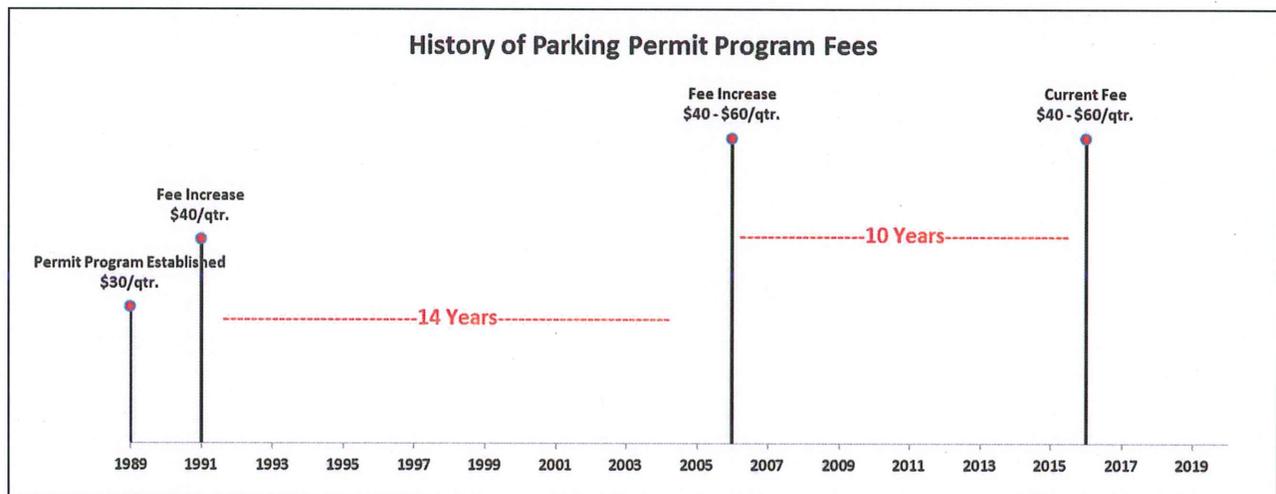
In 1955, the La Mesa City Council began steps to form a parking district to implement managed parking in downtown La Mesa. The City contributed cash and issued bonds to fund the cost of acquiring and improving land for public parking lots and to buy and install parking meters. In total, the City invested approximately \$270,000, or roughly \$1.7 million in current dollars. The initial parking rates were established in 1957 at \$0.05/hr. In the intervening 61 years, there have been only three parking rate increases:

- 1978, from \$0.05/hr. to \$0.10/hr.
- 1990, from \$0.10/hr. to \$0.25/hr.
- 2006, from \$0.25/hr. to \$0.50 and 0.75/hr.



The Parking Permit Program was implemented in the late 1980s. Then, as today, its purpose was to improve parking management by encouraging merchants and employees to relocate their vehicles from prime parking areas to alternative, designated parking areas. The permit program provides merchants and employees with long-term parking areas at heavily discounted cost on a quarterly basis. When a vehicle is displaying a valid parking placard and sticker and is parked in a designated permit area, the vehicle is exempt from parking time limits and can essentially park all day, six days a week, without risk of receiving a parking citation.

When the parking permit program was implemented in 1989, the price of a parking permit was \$30/qtr. In 1991, the price was increased to \$40/qtr. and today, 25 years later, roughly 50% of permits sold are still priced at \$40/qtr. The last permit price increase occurred in 2006, when a second price tier was added for certain parking areas at a rate of \$60/qtr. The \$60/qtr. price tier was added at the same time that parking meter rates were increased from \$0.25/hr. to either \$0.50/hr. or \$0.75/hr.



DISCUSSION:

The Parking District generates revenue from three main sources: parking meters, parking citations, and parking permit sales. Revenues are deposited into a special revenue fund, the Downtown Parking Fund (DPF), to finance parking management services, including labor, equipment, materials, and services provided by various City departments. Since the last increase in meter rates and permit rates in 2006, revenues have been sufficient to both cover operating expenses and generate healthy net revenues. Net revenues were accumulated in the DPF and intermittently reinvested in capital improvement projects in the Parking District, both parking- and non-parking related, as deemed appropriate by the City Council. The most notable of these reinvestments was a cumulative \$1.36 million

Report to La Mesa Community Parking Commission (LMCPC)

Date: November 15, 2016

Page: 3 of 5

allocation from the DPF toward design, engineering and construction costs for the Downtown Streetscape Improvement Project (DSIP) completed in 2015.

In addition to the cost of parking operations, additional expense loads have recently been applied against the DPF, for other eligible projects approved by the City Council and intended to supporting the Downtown Village commercial district. These activities include \$50,000/yr. for maintenance of the recently-installed streetscape improvements and \$10,000/yr. for annual enhancement (i.e., decorative holiday lighting). The City Council has also decided to take a more active role organizing and funding marketing and promotional activities in the area, including special events. In the future, these activities may be funded by the DPF but no additional funding was allocated in Fiscal Year (FY) 2016-17 through the mid-biennium budget process.

Parking Meters

There are a total of 467 parking meters in the Parking District, including 372 coin-only meters and 95 smart meters with coin and credit/debit payment capability. Approximately 68% of the meters (316 meters) are priced at \$0.75/hr. and 32% (151 meters) are priced at \$0.50/hr. Both rates are below comparable parking rates in the region and according to a survey conducted by the San Diego Association of Governments (SANDAG) only two other cities offer parking at or below the rate of \$0.50/hr. The cities of Coronado and Chula Vista charge \$0.25/hr. \$0.50/hr., respectively. All of the \$0.50/hr. meters offer a four-hour time limit and 85% of the \$0.75/hr. meters have a two-hour time limit. There are 49 \$0.75/hr. meters on Lemon Avenue that offer a four-hour time limit.

Parking Permits

The Parking Permit Program (PPP) provides local business owners and employees with six conveniently designated parking areas. Permit holders can park in these designated areas six days a week, for the entire 10-hour parking day, without having to feed the parking meter, move their vehicle, or risk a parking citation for being parked at an expired meter or for overstaying the time limits. The designated permit parking areas encompass more than one-half of all available parking spaces in the District. There are 225 spaces in the PPP serving the area east of Spring Street and 30 spaces serving the area west of Spring Street.

With respect to pricing, the tiered permit pricing appears to be in place because tiered parking meter rates were implemented in 2006. At that time, parking permits were \$40 per quarter (as they had been since 1991) and meter

Meter/Permit Rates		
Min	Max	Delta
\$0.50	\$0.75	50.0%
\$40.00	\$60.00	50.0%

Report to La Mesa Community Parking Commission (LMCPC)

Date: November 15, 2016

Page: 4 of 5

rates were \$0.25/hr. In some areas, the meter rates were increased to \$0.50/hr. and the permit fees were held at \$40/qtr. In other areas, the meter rates were increased to \$0.75/hr. and in these areas the permit fee was increased from \$40/qtr. to \$60/qtr. The cost differential between parking meter rate tiers and between parking permit price tiers is the same, with the upper tier being 50% greater than the base tier, essentially benchmarking permit pricing to parking meter rates.

As compared with the rates and privileges applied to the general public, permit holders are receiving an enhanced level of benefit while paying a fraction of the cost charged to the public. The disparity is evident if we compare the monthly, daily and hourly cost of permit parking with the cost incurred by the general public. For this comparison, it is assumed that there are 26 parking days in the average month, excluding Sundays, and that the public user is paying for the same amount of parking that is conferred to the permit holder (26 days x 10 hrs./day x 3 mos. = 780 hrs./qtr.). The comparison is illustrated in the chart below.

Cost Comparison		
Cost of Quarterly Permit	\$40.00	\$60.00
Permit \$/Mo.	\$13.33	\$20.00
Public \$/Mo.	\$130.00	\$195.00
Permit \$/Pkg. Day	\$0.51	\$0.77
Public \$/Pkg. Day	\$5.00	\$7.50
Permit \$/Hr.	\$0.05	\$0.08
Public \$/Hr.	\$0.50	\$0.75

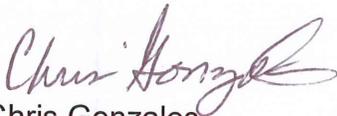
On a cost-per-hour basis the permit holder pays between \$0.05/hr. and \$0.08/hr., or about 90% less than the public. These heavily discounted rates are roughly equivalent to the rates in effect at the inception of the Parking District in 1957. However, the estimate can be refined to reflect the actual usage of parking hours by permit holders using data gathered during the Spring 2014 Parking Study, which was the last study conducted before the start of construction on the Downtown Streetscape Improvement Project (DSIP). The data indicate that the average permit holder uses 21 hours of parking per week, or 3.5 hours per parking day. Based on 78 parking days per quarter, this equates to average utilization of 273 parking hours per permit holder per quarter. Using these figures, the actual hourly parking rate paid by permit holders increases from \$0.05/hr. to \$0.15/hr. for \$40 permit holders and from \$0.08/hr. to \$0.22/hr. for \$60 permit holders, or about 70% below the rate paid by a non-permit vehicle using the same amount of parking hours.

Report to La Mesa Community Parking Commission (LMCPC)
Date: November 15, 2016
Page: 5 of 5

RECOMMENDATION:

Staff is not making a recommendation at this time. The Commission should review the information contained in the report and determine if further action or analysis is needed.

Submitted by:

A handwritten signature in dark ink, appearing to read "Chris Gonzales", written in a cursive style.

Chris Gonzales
Community Development Program Coordinator

Attachment A: Map of Parking District

Parking
Permit Program

256 Total Spaces

70% Discount

\$40/Qtr.

121 Spaces

La Mesa Blvd

105 Spaces

\$60/Qtr.

Spring St.

NOT STUDIED

30 Spaces

\$40/Qtr.

