



LA MESA COMMUNITY PARKING COMMISSION AGENDA

A Regular Meeting

Date: Tuesday, November 19, 2024, 5:30 p.m.
Location: City Manager's Conference Room, 8130 Allison Avenue
La Mesa, California

Commissioners: Commissioner Jonathan Baron
Commissioner Scott Favero
Commissioner Melissa McCune
Commissioner William Walton

The public may view the meeting in-person or live using the following remote options:

Teleconference Meeting Webinar

<https://us06web.zoom.us/j/88638540317>

Telephone (Audio only)

(669) 900-6833 or (253) 215-8782 Webinar ID: 886 3854 0317

Copy and paste the webinar link into your internet browser if the webinar link does not work directly from the agenda.

PUBLIC COMMENTS

- **In-Person comments during the meeting:** Join us for the Commission meeting at the time and location specified on this agenda to make your comments. Comments will be limited to three (3) minutes.
- **How to submit eComments:** eComments are available once an agenda is published. Locate the meeting in "upcoming meetings" and click the comment bubble icon. Click on the item you wish to comment on. eComments can be submitted when the agenda is published and until **24 hours prior** to the meeting. eComments are limited to 3700 characters (approximately 500 words). eComments may be viewed by the Commission and members of the public following the close of the eComment submission period (24

hours prior to the meeting). Email your comment to cmoff@cityoflamesa.us if you have difficulty submitting an eComment. eComments will not be read aloud as a regular meeting item; however any member of the Commission or member of the public may do so during their respective comment time.

PLEASE NOTE: Public Comment will be limited to 3 minutes per item. The timer begins when the participant begins speaking. Time cannot be combined or yielded to another speaker.

Citizens who wish to make an audio/visual presentation pertaining to an item on the agenda, or during Public Comments, should contact the City Manager's Office at 619.667.1339, no later than 12:00 p.m., the business day prior to the meeting day. Advance notification will ensure compatibility with City equipment and allow Commission meeting presentations to progress smoothly and in a consistent and equitable manner. Please note that all presentations/digital materials are considered part of the maximum time limit provided to speakers.

Agenda reports for items on this agenda are available for public review at the City Manager's Office, 8130 Allison Avenue, during normal business hours.

Materials related to an item on this agenda submitted to the Commission after distribution of the agenda packet are available for public inspection at the City Manager's Office, 8130 Allison Avenue, during normal business hours.

ACCESSIBILITY: 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 Commission meetings, should contact the Administrative Services Department 48 hours prior to the meeting at 619.667.1175, fax 619.667.1163, or GSpaniol@cityoflamesa.us.

Hearing assisted devices are available for the hearing impaired. A City staff member is available to provide these devices upon entry to City Council meetings, commission/board meetings or public hearings held in the City Council Chambers. A photo i.d. or signature will be required to secure a device for the meeting.

Pages

1. CALL TO ORDER
 - 1.1 PLEDGE OF ALLEGIANCE
2. ADDITIONS AND/OR DELETIONS TO THE AGENDA

3. PUBLIC COMMENTS – (TOTAL TIME – 15 MINUTES)

NOTE: In accordance with state law, an item not scheduled on the agenda may be brought forward by the general public for comment; however, the La Mesa Community Parking Commission will not be able to discuss or take any action on the item at this meeting. If appropriate, the item will be referred to Staff or placed on a future agenda.

4. CONFLICT DISCLOSURES

5. CURRENT BUSINESS

5.1 APPROVAL OF THE MINUTES FOR THE LA MESA COMMUNITY PARKING COMMISSION REGULAR MEETING HELD TUESDAY, OCTOBER 15, 2024 4

5.2 PARKING PERMIT PROGRAM GUIDELINES DISCUSSION 6

5.3 COIN-ONLY METER REPLACEMENT PROJECT DISCUSSION

5.4 2025 COMMUNITY PARKING COMMISSION WORK PLAN 10

6. STAFF AND COMMISSIONER ANNOUNCEMENTS

7. ADJOURNMENT



La Mesa Community Parking Commission

Minutes of a Regular Meeting

Date: October 15, 2024, 5:30 p.m.
Location: City Manager's Conference Room, 8130 Allison Avenue
La Mesa, California

Present: Commissioner Baron
Commissioner Favero
Commissioner Melissa McCune
Commissioner Walton

Staff: Assistant to the City Manager Dedmon
Amanda Lee, Assistant City Manager
Tammi Royales, Finance Director
Hilary Ego, Sustainability Manager
Serena Lee, Administrative Analyst I

1. **CALL TO ORDER**

Chair Baron called the meeting to order at 5:29 p.m.

1.1 **PLEDGE OF ALLEGIANCE**

2. **ADDITIONS AND/OR DELETIONS TO THE AGENDA**

There were no additions or deletions to the Agenda.

3. **PRESENTATION**

3.1 **CLIMATE ACTION PLAN UPDATE PRESENTATION**

Presentation by Hilary Ego, Environmental Sustainability Manager, regarding the Climate Action Plan Update.

Sustainability Manager Hilary Ego and Administrative Analyst Serena Lee gave a presentation on the Climate Action Plan Update.

4. **PUBLIC COMMENTS – (TOTAL TIME – 15 MINUTES)**

NOTE: In accordance with state law, an item not scheduled on the agenda may be brought forward by the general public for comment; however, the La Mesa Community Parking Commission will not be able to discuss or take any action on the item at this meeting. If appropriate, the item will be referred to Staff or placed on a future agenda.

There were no public comments given.

5. CONFLICT DISCLOSURES

There were no conflict disclosures given.

6. CURRENT BUSINESS

6.1 APPROVAL OF THE MINUTES FOR THE LA MESA COMMUNITY PARKING COMMISSION REGULAR MEETING HELD TUESDAY, SEPTEMBER 17, 2024

The Minutes from the La Mesa Community Parking Commission Regular Meeting held Tuesday, September 17, 2024 were approved by a 3-0-1 vote.

6.2 PARKING FUND ANALYSIS AND DISCUSSION

Finance Director Tammi Royales and Staff will provide data and analysis of Fund 206 (Parking Fund) expenses and revenues for the purpose of discussing a recommendation to the City Council for the adjustment of parking meter and parking permit rates.

Finance Director Tammi Royales gave a presentation and provided handouts regarding parking fund revenues and expenditures for the purpose of discussion. The data included estimates and revenue projections based on hypothetical increases to parking meter rates. Assistant to the City Manager Lyn Dedmon provided additional analysis on parking permit costs and smart meter analytics.

7. STAFF AND COMMISSIONER ANNOUNCEMENTS

There were no Staff or Commissioner announcements.

8. ADJOURNMENT

Chair Baron adjourned the meeting at 6:18 p.m.



PARKING PERMIT PROGRAM GUIDELINES – REVISED 2020

I. OVERVIEW OF PARKING PERMIT PROGRAM (PPP)

Purpose of the Program:

The Parking Permit Program (PPP) was established in the 1980s to better manage the supply of parking in the Downtown Village. The goals of the program are to provide business owners and employees with parking options in designated areas and to improve parking availability for business customers. By concentrating business owners and employees in specific areas away from the most sought-after parking spaces in the core of the business district, customers can find parking quicker and park closer to their desired destinations. This reduces block-circling and improves parking turnover. The PPP provides business owners and employees, who's vehicles can tend to remain sedentary and who tend to park for extended time periods, with a supply of affordable parking that is not subject to time limits.

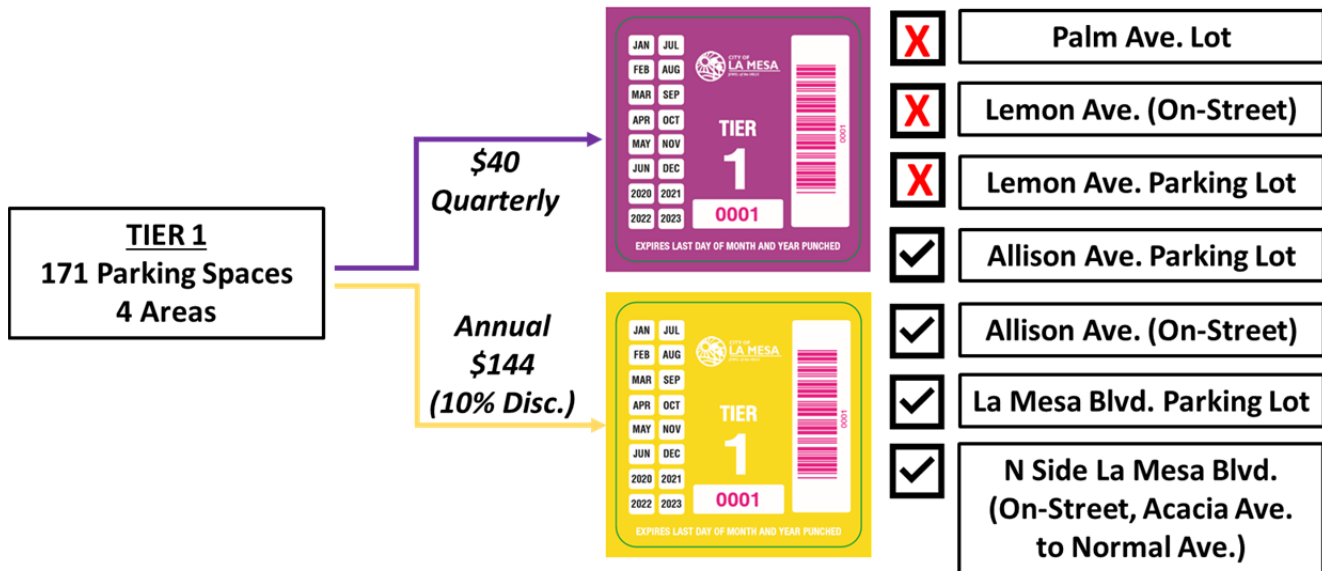
Program Administration:

The PPP is administered by the City of La Mesa and is one element of a multi-faceted, data-driven parking management and enforcement system. Enforcement is provided by the La Mesa Police Department Traffic Division and policy recommendations are developed by the La Mesa Community Parking Commission (Commission), a citizen advisory body to the La Mesa City Council (Council). Commission meetings are scheduled for the third Tuesday of every month at 5:30 pm. During the pandemic, scheduled meetings are held digitally via Zoom. Agendas, meeting materials, and Zoom links are posted in advance of each meeting on the City's website at www.cityoflamesa.us. The meetings are open to the public and participation is both welcome and encouraged.

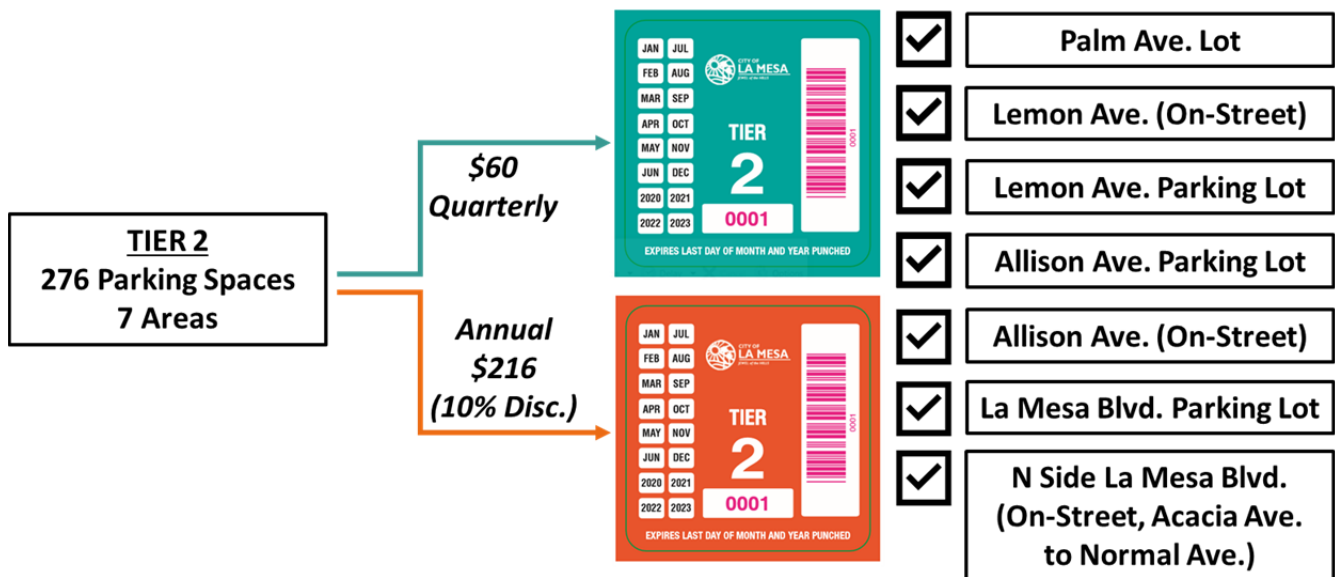
II. PERMIT TIERS AND PRICING OPTIONS

Permit Tiers:

The PPP provides participants with access to as many as 276 parking spaces in seven different locations throughout the Downtown Village area. Program participants can select either a short-term quarterly permit or a long-term annual permit option. Tier 1 provides access to 171 parking spaces spread across four different locations for a quarterly cost of \$40/quarter or a discounted annual rate of \$144/year. In addition to lower permit cost, purchasing an annual permit also relieves the purchaser of the task of quarterly permit renewal, reduces the total cost of processing charges. Annual permits also run on a 365-day calendar from the date of purchase. The illustrations below shows the quarterly and annual permit colors, pricing, and parking areas provided to Tier 1 quarterly and/or annual purchasers.



As shown in the illustration below, Tier 2 provides access to 276 parking spaces spread across seven different locations for a quarterly cost of \$60/quarter or an annual cost of \$216/year. Tier 2 includes all 171 Tier 1 spaces and an additional 105 spaces east of Spring St. and south of La Mesa Blvd.



III. PARKING PERMIT PROGRAM POLICIES

Purchasing New or Renewing Existing Parking Permit:

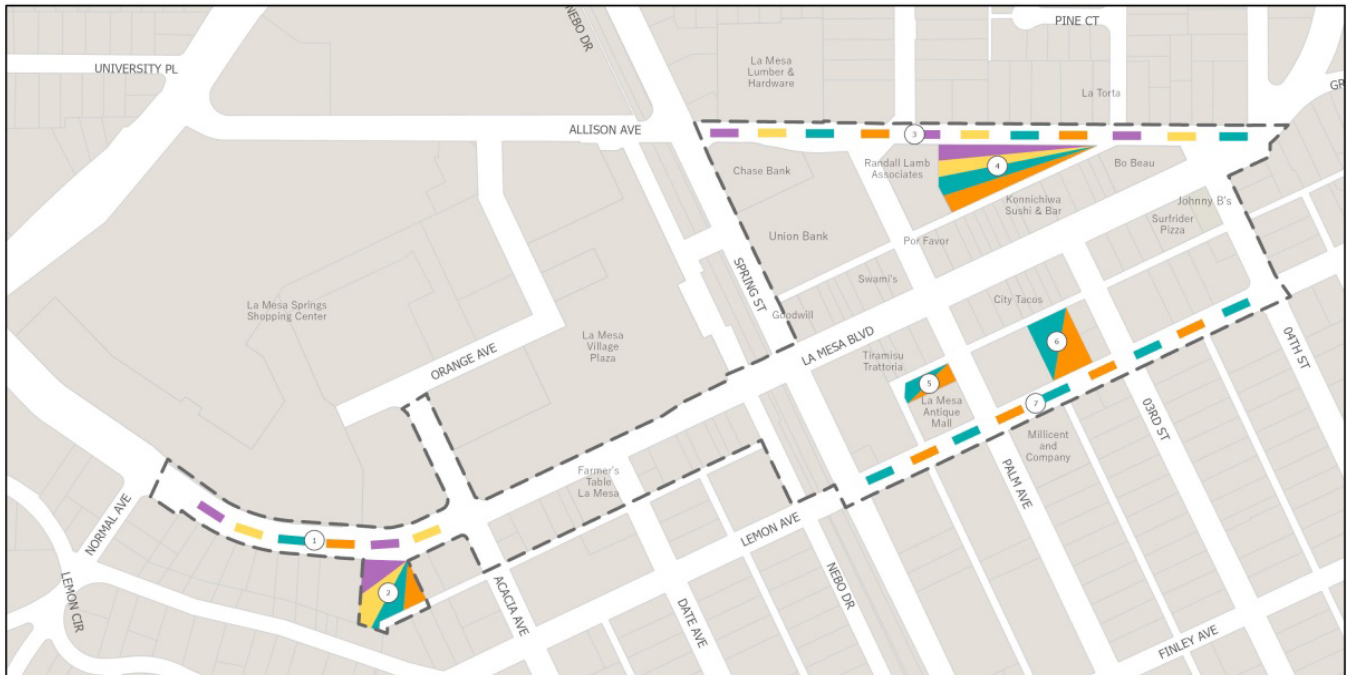
Starting July 1, 2021 the City of La Mesa will partner with Phoenix Information Systems Group to serve as the City's third-party agent to accept online parking permit applications, process online payments, fulfill permit orders, and transmit quarterly and annual renewal notifications. The online system will become active on the date noted above in this section and can be accessed by visiting www.paymycite.com. Phoenix Group will charge a vendor service fee equivalent to the greater of \$3.95 or 3.25% of the total price of the permit order.

All Parking Permit Sales Final:

All permit sales are final and the City will not issue refunds for sold parking permits or related vendor service fees. Lost or stolen permits will incur a replacement charge of \$25 for each quarterly permit and \$50 for each annual permit.

Park Only in Areas Designated for Permit Parking:

Program participants may only park in the areas designated for the Permit Tier within which they have purchased a quarterly or annual permit. Parking outside these areas without paying the parking meter may result in issuance of a parking citation. Please familiarize yourself with map below, which correlates permit tier colors with allowed parking areas.



| | | |
|---|--|---|
|  <p>CITY OF LA MESA JEWEL OF THE HILLS</p> <p>--- Parking District</p> <p>--- Tier 1 and Tier 2</p> <p>--- Tier 2</p> | <h3 style="text-align: center;">Parking Permit Program</h3> <h4 style="text-align: center;">Designated Permit Parking Areas</h4> <ul style="list-style-type: none"> ① La Mesa Boulevard On-Street Parking (20 metered spaces on north side of street) ② La Mesa Boulevard Parking Lot (30 spaces) ③ Allison Avenue On-Street Parking (47 metered spaces) ④ Allison Avenue Parking Lot (74 spaces) ⑤ Palm Avenue Parking Lot (22 spaces) ⑥ Lemon Avenue Parking Lot (34 spaces) ⑦ Lemon Avenue On-Street Parking (49 Spaces) <p style="text-align: center;">Total Spaces: 276</p> |  <p style="text-align: center;">N</p> <p style="text-align: center;">Feet</p> <p style="text-align: center;">0 250 500</p> <p style="font-size: small;">Source: SANGIS (Roads, Parcels, Incorporated City Boundary, Lakes)</p> |
|---|--|---|

No Guaranteed/Assigned Parking Spaces:

The PPP does not guarantee the availability of parking at any time nor does the PPP entitle permit holders to assigned individual parking spaces. Parking in the designated areas is available on a first-come, first-served basis for permit holders and the general public. If there are no parking spaces available in the desired permit-eligible area on a particular day of week or time of day, the permit holder is responsible for seeking parking in another permit-eligible area.

Proper Permit Display Required:

Permit sticker must be properly displayed at all times. Permit number and sticker must be affixed to, and fully visible on, the front portion of the driver-side windshield (either upper or lower corner), with sticker color, permit number, and sticker facing outward. Failure to display the permit may result in issuance of an expired parking meter citation. Forgotten, lost or misplaced parking permits do not qualify as a reason to dismiss a valid parking citation. If permit is not displayed the vehicle has no parking privileges and must pay the parking meter and observe posted time limitations. If permit has been lost or misplaced and is, therefore, unavailable to display please call Phoenix Group at 888-300-9915 to purchase a replacement. Lost or stolen permits will incur a replacement charge of \$25 for each quarterly permit and \$50 for each annual permit.

Permit Duplication or Tampering Prohibited:

Tampering with or duplicating of a permit sticker(s) is strictly prohibited and will result in a citation and may merit criminal prosecution.

Maximum Number of Parking Permits Purchased:

At the present time, there is a 25-permit maximum limit on the number of permits that can be purchased by one individual or business. If additional permits remain available after 30 days, they can be made available to any purchaser seeking permits in excess of the 25-permit limit.

Limitation on Privileges:

Purchase and possession of a parking permit does not provide exemption from any other parking laws or requirements.

Parking Permits for the Sole Use of the Purchaser:

Use of parking permits is intended solely for the purchasing business and/or employees of the purchasing business. Parking permits cannot be shared between businesses nor can one business purchase Parking permits for use by another business. Such practices could result in the revocation of parking permits and/or expulsion from the Parking Permit Program. The City reserves the right to request verification of employment from the purchaser for all permits purchased.

New-First-Issue Quarterly Parking Permit Purchases May Be Pro-rated:

The cost of a quarterly parking permit may be pro-rated but only if the permit is a new, first-issue permit being issued after in the second or third month of the permit quarter. Existing quarterly permits that are being renewed may not be pro-rated, regardless of when they are renewed during a given permit quarter. Annual permits may not be pro-rated, as they run on a 365-day calendar from date of purchase.

**Work Plan
2024**

Goals should be consistent with the City's goals:

- Maintain a community where residents and visitors feel safe
- Ensure a strong financial outlook through careful planning, sustainable service levels, and fiscal sustainability
- Promote a high quality of life that current and future generations can afford to call home
- Invest in infrastructure to serve the needs of the community
- Nurture an organizational culture where employees are recognized for the delivery of high-quality services to the community

Staffing Department: City Manager's Office

| GOALS | DUE DATE | TRACKING MILESTONES | STATUS |
|---|-----------------|---|---------------------------|
| 1. Lemon Ave. Parking Lot Improvement Project (including installation of public EV charging stations) *Supports CAP Measure(s): E-4: Public Lighting T-1: Bicycle Infrastructure Development T-3: Transportation Demand Management T-5: Alternative Refueling Infrastructure Development GI-1: Urban Forest Master Plan | Near-term | Under construction | Under construction |
| 2. Allison Ave. Parking Lot Improvement Project *Supports CAP Measure(s): E-4: Public Lighting T-1: Bicycle Infrastructure Development T-3: Transportation Demand Management T-5: Alternative Refueling Infrastructure Development GI-1: Urban Forest Master Plan | Ongoing | Make recommendation to Council Develop scope of work | Identify Fund 206 funding |
| 3. Parking survey *Supports CAP Measure(s): T-3: Transportation Demand Management | Annual | Field Counts | Annually |
| 4. Repair & Maintenance of Parking Lots *Supports CAP Measure(s): | Near-term | Complete assessment of all municipal lots | Annually |



COMMUNITY PARKING COMMISSION

| | | | |
|---|-----------|---|------------------------------|
| T-1: Bicycle Infrastructure Development | | | |
| 5. Research new parking management technology to replace coin-only meters and possibly smart meters on-street and in municipal lots *Supports CAP Measure(s): T-3: Transportation Demand Management | Near-term | Research technology options; make recommendation to Council | Ongoing |
| 6. Review of Parking Meter and Parking Permit Pricing *Supports CAP Measure(s): T-3 Transportation Demand Management | Near-term | | By end of 2024 calendar year |
| | | | |

La Mesa Municipal Code

2.80.080 - Powers and duties.

The La Mesa community parking commission shall exercise the powers and duties as provided in this title. In addition, the commission may consider other parking issues as directed by the city council of the city of La Mesa and as set forth within the organization, rules, and procedures of the La Mesa Community Parking Commission.