



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