



For Immediate Release

April 11, 2008

Contact: Jessica Schmidt
858-454-4764

Sherri Lightner, a District 1 candidate for the San Diego City Council, yesterday called on Council President Scott Peters to dissolve the La Jolla Community Parking District.

While applauding Peters' opposition to the paid parking in La Jolla, Lightner urged him to take additional action. She called on Peters to introduce and get passed resolutions to:

- 1) Cancel the current contract between Promote La Jolla and the city of San Diego to operate the La Jolla District Advisory Board.
- 2) To dissolve the La Jolla Community Parking District.

Her letter to Peters is attached.

Sherri S. Lightner, P.E.
8551 La Jolla Shores Drive, La Jolla, CA 92037-3044
sherri@lightner.net (858) 551-0770 ext. 1

Council President Scott Peters
Council District 1
202 "C" Street, MS #10A
San Diego, CA 92101

April 10, 2008

Via Facsimile and email: (619) 236-6999

Subject: La Jolla Parking District Board and Promote La Jolla

Attachments

1. City of San Diego Resolution R-302921
2. City of San Diego Resolution R-300586
3. Agenda for April 9, 2008 Promote La Jolla Board Meeting

Dear Council President Peters:

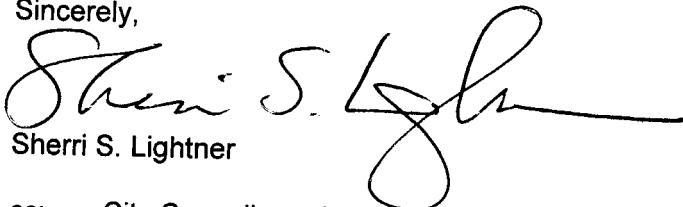
I applaud your recent opposition to the plans for paid-on-street parking in La Jolla, but we need to do more to end this fiasco once and for all.

Therefore, I respectfully request that you immediately docket the rescission of part of Resolution R-302921 and all of Resolution R-300586 (Attachments 1 and 2) for City Council action. Approval of these rescissions would cancel the current contract between Promote La Jolla (PLJ) and the City to operate the La Jolla Community Parking District Advisory Board (LJCPDAB) and would dissolve the La Jolla Community Parking District.

PLJ, the City's officially recognized parking district "Advisory Board," is running amok. Yesterday's PLJ Board motion to approve the Pilot Parking Plan demonstrates why PLJ cannot be trusted to operate the La Jolla Community Parking District Advisory Board. The failure to provide public notice of the consideration of the Pilot Parking Plan or to include the matter explicitly on the agenda (Attachment 3) is a matter of grave concern. In fact, it appears to violate the Brown Act provisions of the contract that PLJ has with the City. As a result of this unacceptable and arrogant action, the contract should be rescinded now.

Given the vehement and well-documented community (resident, visitor and business) opposition to paid-on-street parking and the failure of either the La Jolla Community Parking District Advisory Board or PLJ to identify viable alternative revenue sources in the two years since its formation, it is clear that the Parking District's formation must be rescinded as well. I respectfully request that this be done.

Sincerely,



Sherri S. Lightner

cc: City Councilmembers
City Attorney Mike Aguirre
J. Schmidt

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CITY COUNCIL MEETING RESULTS

FINAL

DATE: TUESDAY, JULY 31, 2007 AM

RECORDER: LEVENSON-CRUZ

This is a summary of the actions taken by the City Council.
It is **NOT** equivalent to the Minutes which, when approved by the City Council, constitute the official record of the meeting.

333b	Trailed to PM Authorizing an agreement with Project Design Consultants - Regents Road Bridge and Limited Roadway Changes Project					
334	Adopted (R-2008-7) Authorizing the Settlement Agreement with 4S Kelwood General Partnership Regarding Contributions Made to the City for Improvements to the Intersection of Camino Del Norte and Bernardo Center Drive	R	302920	4/7	Unanimous; 5-not present	N
335	Adopted as Amended (R-2008-80) Authorizing the FY 2008 Community Parking District Program Agreements	R	302921	3/7	Unanimous; 5-not present	N
336	Trailed to PM Confirming the Appointment to the Independent Rates Oversight Committee					
337a	Trailed to PM Approving the Conversion of G Street to One-Way Operation within the Downtown Quiet Zone					
337b	Trailed to PM Authorizing the creation of angle parking zone on G Street between Pacific Highway and Front Street					
338	Trailed to PM Authorizing the Children's Museum Park Fourth Implementation Agreement to Disposition Agreement and Awarding of Construction Contract					
339	Trailed to PM Accepting the Engineering Business Process Reengineering (BPR) Report					
340	Trailed to PM Accepting the Lifeguard Business Process Reengineering (BPR)					
341a	Trailed to PM Approving the Amendments to the Downtown Community Plan					

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Funds subsequently due are expected to total approximately \$66,597. Such amount will be retained by the City to pay for expenses incurred in administering the Contribution Agreement with any remaining amounts earmarked for contribution to projects within the I-15 corridor.

FISCAL CONSIDERATIONS:

Funding for the Settlement Agreement in an amount not less than \$945,679 is available from the Bernardo Center Drive Interchange Fund 10586.

PREVIOUS COUNCIL and/or COMMITTEE ACTION: None.

COMMUNITY PARTICIPATION and PUBLIC OUTREACH EFFORTS: None.

KEY STAKEHOLDERS and PROJECTED IMPACTS (if applicable):

Developer will be reimbursed for the original contribution, plus interest earned to date, less administrative cost.

Anderson/Waring

Aud. Cert. 2800038.

Staff: Charlene M. Gabriel - (619) 533-3187
Brant C. Will - Deputy City Attorney

FILE LOCATION: MEET

COUNCIL ACTION: (Time duration: 11:51 a.m. – 11:52 a.m.)

MOTION BY YOUNG TO ADOPT. Second by Madaffer. Passed by the following vote: Peters-yea, Faulconer-yea, Atkins-yea, Young-yea, Maienschein-not present, Frye-yea, Madaffer-yea, Hueso-yea.



ITEM-335: FY 2008 Community Parking District Program-Agreements.

(City Heights, College, El Cajon Boulevard, Golden Hill, Hillcrest, La Jolla, Mid-City, Mission Beach, Mission Hills, Ocean Beach, Pacific Beach, University Heights and Uptown Community Areas. Districts 1, 2, 3, 7 and 8.)

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STAFF'S RECOMMENDATION:

Adopt the following resolution:

(R-2008-80) ADOPTED AS AMENDED AS RESOLUTION R-302921

Authorizing the Mayor or his designee to execute the FY 2008 agreements with the following non-profit organizations for the operation of the FY 2008 Community Parking District [CPD] Program in the Uptown, Mid-City, La Jolla, Old Town, and Pacific Beach Community Parking Districts, contingent upon certification of funds availability by the City Auditor and Comptroller, those agreements being on file with the Office of the City Clerk under the following document numbers:

<u>Non-profit Organization</u>	<u>CPD</u>	<u>Document No.</u>
Uptown Partnership, Inc. El Cajon Blvd. Business Improvement Association	Uptown	RR-_____
Greater Golden Hill Community Development Corporation	Mid-City	RR-_____
University Heights Community Development Corporation	Mid-City	RR-_____
Promote la Jolla, Inc.	Mid-City	RR-_____
Old Town San Diego Chamber of Commerce	La Jolla	RR-_____
The Pacific Beach Community Development Corporation dba Discover Pacific Beach	Old Town	RR-_____
	Pacific Beach	RR-_____

Authorizing the City Auditor and Comptroller to expend \$3,202,091 from the Uptown CPD Fund (Fund No. 70303) for the operation of the FY 2008 CPD Program in the Uptown Community Parking District, as reduced by the City Auditor and Comptroller to reflect any FY 2007 agreement expenditures incurred in FY 2007 not already deducted from Fund No. 70303, and as increased or reduced by the City Auditor and Comptroller for year-end adjustments to Fund No. 70303 to reflect actual parking meter revenues collected in FY 2007, so that the total amount expended does not exceed the sum of the carryover from the FY 2007 agreement for the administration of the

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Uptown Community Parking District plus the actual parking meter revenues collected within the Uptown Community Parking District in FY 2007;

Authorizing the City Auditor and Comptroller to expend \$831,769 from the Mid City CPD Fund (Fund No. 70304) for the operation of the FY 2008 CPD Program in the Mid City Community Parking District, as reduced by the City Auditor and Comptroller to reflect any FY 2007 agreement expenditures incurred in FY 2007 not already deducted from Fund No.70304, and as increased or reduced by the City Auditor and Comptroller for year-end adjustments to Fund No. 70304 to reflect actual parking meter revenues collected in FY 2007, so that the total amount expended does not exceed the sum of the carryover from the FY 2007 agreements for the administration of the Mid-City Community Parking District plus the actual parking meter revenues collected within the Mid-City Community Parking District in FY 2007.

STAFF SUPPORTING INFORMATION:

Community Parking Districts [CPDs] are authorized under City Council Policy 10018, adopted on March 4, 1997 and amended on November 15, 2005. The Policy establishes a "Community Parking District Program" that allows communities, with the approval of the City Council, to implement parking solutions in neighborhoods that face serious parking challenges. At present, the City has six Community Parking Districts within Downtown, Uptown, Mid-City, La Jolla, Old Town, and Pacific Beach.

Each CPD has a designated Advisory Board responsible for developing plans and expending allocated revenue. The advisory boards operate either through business improvement associations or nonprofit community development corporations, contracting with the City, to develop an Implementation Plan, manage CPD funds, and fulfill the community's parking goals as stated in each Implementation Plan.

The Mid-City CPD was established with three sub-districts and is managed by each area's respective organization: El Cajon Boulevard Business Improvement Association, Greater Golden Hill Community Development Corporation, and University Heights Community Development Corporation. Council Policy 100-18 allows each CPD to retain forty-five percent of new parking meter revenues collected within its boundaries. At this time, however, only three CPDs generate parking meter revenue within their boundaries - Downtown, Uptown, and Mid-City.

The remaining CPDs (La Jolla, Old Town, and Pacific Beach), established by Resolution on July 27, 2005, do not currently have parking meters or other parking revenues generated within their geographic boundaries.

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The CPD funds are dedicated for improvements and activities that increase the availability, supply, and effective use of parking to residents, visitors, and employees. Highlights from FY 2007 include the following: Downtown completed a successful "Pay and Display" Pilot Program which included the installation and monitoring of 50 new multi-space pay stations which resulted in a 24 percent increase in parking meter revenue. The pilot also allowed the Downtown Parking Management Group (DPMG) to successfully adjust meter rates and time limits to achieve a target occupancy rate of 85 percent for the meters within the pilot area. Uptown initiated the Normal Street Median Reconstruction Project Design which, upon completion, will add 17 new metered spaces and a new landscaped median to the district. They also re-striped the Five Points for parking which will add 25-28 on-street metered spaces in a commercial area with high parking demand.

Mid-City contracted with Walker Parking Consultants to conduct a parking study for the North Park neighborhood to develop parking management strategies that will improve the use of the North Park parking structure. La Jolla organized a community forum with parking expert Professor Donald Shoup who addressed nearly 200 residents. The CPD also drafted a parking management framework for the community that they are currently presenting to the community for feedback. Old Town and Pacific Beach were awarded a grant by the Business Improvement District Council to fund parking studies for their communities. The studies are anticipated to be complete by the end of this fiscal year.

FISCAL CONSIDERATIONS:

This action authorizes the expenditure of \$3,202,091 for Fund 70303 (Uptown CPD) and \$831,769 for Fund 70304 (Mid-City CPD) as reduced by any FY 2007 agreement expenditures incurred not already deducted from these funds and as increased or reduced to reflect actual parking meter revenues collected in FY 2007 for each CPD.

Carryover balances exist due to the fact some CPDs are accumulating funds to invest in future capital improvement projects to increase parking availability within their districts. Funds are typically remitted on a reimbursement basis.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:

Each year, the City Council approves the Implementation Plans and Budgets for the CPDs and authorizes the appropriation and expenditure of CPD funds. An earlier action, on July 17, 2007, will have authorized the appropriation and transfer of parking meter revenues of \$595, 487 to Fund 70303 (Uptown CPD) and \$91,281 to Fund 70304 (Mid-City CPD). Pursuant to Council Policy 100-18, the amounts transferred to the CPD Funds would be added to each CPD Fund's previous year balance which includes the FY 2007 year-end adjustments.

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COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

Each CPD Advisory Board holds regular monthly meetings and publishes newsletters which are distributed to community residents and business owners. In addition, CPD representatives sit on the citywide Parking Advisory Board and provide updates at meetings that are noticed and open to the public.

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

Direct beneficiaries of this action include the agencies that administer each CPD: Uptown Partnership, Inc., El Cajon Blvd. Business Improvement Association, Golden Hill Community Development Corporation, University Heights Community Development Corporation, Promote La Jolla, Old Town Chamber of Commerce, and Discover Pacific Beach.

Anderson/Waring

Staff: Melisa Tintocalis - (619) 236-6476
Michael D. Neumeyer - Deputy City Attorney

FILE LOCATION: MEET

COUNCIL ACTION: (Time duration: 11:52 a.m. – 11:56 a.m.)

MOTION BY ATKINS TO ADOPT THE RESOLUTION WITH THE FOLLOWING AMENDMENT: THE CITY, AT ITS SOLE DISCRETION, MAY IMMEDIATELY TERMINATE THIS AGREEMENT UPON WRITTEN NOTICE TO CONTRACTOR (DELIVERED IN ACCORDANCE WITH THE PROVISIONS OF DIRECTORS ENGAGES IN CONDUCT THAT RESULTS IN CONTRACTOR OR ANY OF ITS OFFICERS OR DIRECTORS BEING CONVICTED OF A FELONY THAT MATERIALLY AND ADVERSELY AFFECTS THE CONTRACTOR'S PERFORMANCE OF ITS OBLIGATIONS UNDER THIS AGREEMENT. ADD A PROVISION FOR IMMEDIATE TERMINATION FOR MISAPPROPRIATION OF FUND. Second by Madaffer. Passed by the following vote: Peters-yea, Faulconer-yea, Atkins-yea, Young-yea, Maienschein-not present, Frye-yea, Madaffer-yea, Hueso-yea.

ITEM-336: Appointments to the Independent Rates Oversight Committee.

(See memorandum from Mayor Sanders dated July 23, 2007, with resumes attached.)

ATTACHMENT 2

City Council Meeting Results

Final

DATE: Monday, June 27, 2005

RECORDER: Sanchez

ITEM NO.	ACTIONS	R	300574	Motion / Second	VOTE
		O	19392		
30	Approved Approving Minutes for the meetings of 5/10/05, 5/24/05 – Special, 5/30/05 – Adjourned, 5/31/05 – Adjourned			7/6	Unanimous; 48-Not Present
50	Adopted (O-2005-125) Amending Chapter 12, Article 9, Division 3 of the Municipal Code Related to 2004 California Electrical Code	O	19392	7/8	Unanimous; All Present
100	Adopted (R-2005-1331) Amending Fund 79512 for Hillcrest Streetscape Improvements University Avenue to Herbert Street	R	300574	7/8	Unanimous; All Present
101	Adopted (R-2005-1334) Authorizing the First Amendment to Agreement with SCS Engineers for Mission Bay Landfill	R	300575	7/8	Unanimous; All Present
102	Adopted (R-2005-1187) Authorizing the Second Amendment to Agreement with Kay & Stevens for Consulting Services Pertaining to Meet and Confer	R	300576	7/4	13457M-Yea; 6-Nay; 28-Not Present
103	Adopted (R-2005-1210) Authorizing a Lease Agreement with Pacific Carmel Mountain Holdings for a Police Storefront in Carmel Mountain Ranch	R	300577	7/8	Unanimous; All Present
104	Adopted (R-2005-1347) Authorizing a Marketing Agreement with Sunroad Community Foundation for the Regional Fire and Rescue Helicopter Program	R	300578	7/8	Unanimous; All Present
105	Trailed (R-2005-1324) Authorizing an Agreement with ADS Corporation for Sewer Flow Monitoring and Event Notification				
106	Adopted (R-2005-1338) Authorizing Exclusive Negotiating Agreement with Simplon Ballpark for a Proposed Land Exchange and Development of a New Fire Station	R	300579	6/7	Unanimous; All Present
107a	Adopted (R-2005-1340) Approving Centre City - Community Parking District	R	300580	7/8	Unanimous; All Present
107b	Adopted (R-2005-1341) Approving Uptown - Community Parking District	R	300581	7/8	Unanimous; All Present
107c	Adopted (R-2005-1342) Approving Mid-City - Community Parking District	R	300582	7/8	Unanimous; All Present
107d	Adopted (R-2005-1339) Authorizing the transfer of parking meter revenues FY 2005 - Community Parking District	R	300583	7/8	Unanimous; All Present
108a	Adopted (R-2005-1278) Authorizing the Creation of the Old Town Community Parking District	R	300584	7/8	Unanimous; All Present
108b	Adopted (R-2005-1306) Authorizing the Creation of the Pacific Beach Community Parking District	R	300585	7/8	Unanimous; All Present
108c	Adopted (R-2005-1307) Authorizing the Creation of the La Jolla	R	300586	7/8	Unanimous; All Present

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(R-2005-1307)

RESOLUTION NUMBER R-300586

ADOPTED ON JUNE 27, 2005

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO WAIVING SECTION A.1.b OF COUNCIL POLICY 100-18; AUTHORIZING THE CREATION OF THE LA JOLLA COMMUNITY PARKING DISTRICT IN ACCORDANCE WITH COUNCIL POLICY 100-18; DESIGNATING PROMOTE LA JOLLA AS THE ADVISORY BOARD FOR THE LA JOLLA COMMUNITY PARKING DISTRICT; AND AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH PROMOTE LA JOLLA TO FULFILL ITS ANNUAL IMPLEMENTATION PLAN.

WHEREAS, the Council of the City of San Diego [Council] by Resolution No. R-288408 adopted on March 4, 1997, Council Policy 100-18 entitled the "Parking Meter Revenue Allocation and Expenditure Policy"; and

WHEREAS, the Council by Resolution No. R-299836 adopted on November 15, 2004, an amendment to Council Policy 100-18 now entitled the "Community Parking District Policy"; and

WHEREAS, the amended Council Policy 100-18 provides a mechanism for communities unable to meet existing parking demands to devise and implement parking management solutions to meet their specific needs with the formation of a Community Parking District; and

WHEREAS, Promote La Jolla has submitted a proposal to the City Manager, in accordance with Council Policy 100-18, requesting the formation of a La Jolla Community Parking District and the designation of Promote La Jolla as its Advisory Board; and

WHEREAS, Promote La Jolla is acting on behalf of the Council to implement planning and administration of parking-related activities within the La Jolla community; and

ATTACHMENT 2

WHEREAS, the Advisory Board shall be designated by the Council to recommend programs and expenditures of shared parking meter and other parking related revenues;

NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. That Section A.1.b of Council Policy 100-18 requiring data or studies to verify the adverse impacts of parking demands for the entire proposed Community Parking District is hereby waived and the parking studies of sub-areas of the proposed Community Parking District are instead accepted as sufficient verification of adverse parking impacts.
2. That the La Jolla Community Parking District be designated with boundaries consistent with those of the La Jolla Community Plan in City Council District One.
3. That Promote La Jolla be designated as the Advisory Board for the La Jolla Community Parking District.
4. That the City Manager or designee be authorized to negotiate and execute an agreement with Promote La Jolla to fulfill its implementation plan.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By

Sharon Matthews
Deputy City Attorney

SM:cfq
06/08/05
Or.Dept:C&ED
R-2005-1307
MMS#2090

ATTACHMENT 3

PROMOTE LA JOLLA, INC.
ADMINISTRATORS FOR THE BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
La Valencia Hotel -1132 Prospect Street
April 9, 2008

AGENDA

- CALL TO ORDER 3:00 pm
Action Item: Motion to Approve the Minutes from the February 13, 2008 Meeting of the Promote La Jolla, Inc., Board of Directors.
- Introductions 3:05 pm
- Public Comment and Announcements 3:10 pm
- Visitors' Reports: 3:15 pm
Representative from Assemblymember George Plecia's Office -Liz Saidkhanian
Representative from Council President Peters Office- Keely Sweeny
Nuffer Smith Tucker PR firm- Cows on Parade 2009
Joe LaCava- Code Compliance issues and ideas
La Jolla Music Society-Free Concert at the Park in August 2008
- President's Report 3:30 pm
ACTION ITEM: POLICY MANUAL DEVELOPMENT
- Financial Report 3:45 pm
Review February and March 2008
- COMMITTEE REPORTS 4:00 pm
ECONOMIC DEVELOPMENT - *P. Wagener*
PROMOTIONS - *P. Walsh*
DESIGN - *S. Greenwald*
COMMUNITY PARKING DISTRICT ADVISORY BOARD-
Ratification of the minutes from February 2008 and March (due to a lack of quorum, the February minutes were not approved)
- LIAISONS 4:45pm
BID Council Liaison - *T. Sherer*
PDO Committee Report - *Wagenseller, Underwood, Wagener*
La Jolla Traffic & Transportation Board - *Marengo, Burwell*
- CONTINUING BUSINESS 4:45 pm
- NEW BUSINESS 4:50 pm
- Adjourn to Closed Session 5:00 pm
- CONFERENCE WITH LEGAL COUNSEL--EXISTING LITIGATION (Subdivision (a) of Section 54956.9)Name of case: Complaint for judicial determination of election results; Verified action for declaratory relief re: inspection of public records pursuant to the California Public Records Act, Nancy Warwick, an individual and Bob Collins, an individual
Case No. 37-2007-00083383-CU-JR-CTL
- Call to Order: Report on Closed Session items
- Adjournment 5:30 pm
- ADJOURN TO: Board of Directors Meeting May 14, 2008 3:00 pm-5:00 pm
La Valencia, 1132 Prospect Street