



CITY OF  
**LA MESA**  
JEWEL of the HILLS

# AGENDA FOR THE LA MESA COMMUNITY PARKING COMMISSION

Tuesday, July 16, 2019

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 April 19, 2019
4. Written Communications
5. Public Comment (non-agenda items)
6. Informational Items
7. OLD BUSINESS  
None
8. NEW BUSINESS
  - a. Discussion of the Village Enhancement Fund
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](mailto:rfreeman@ci.la-mesa.ca.us).



# MINUTES LA MESA COMMUNITY PARKING COMMISSION

Tuesday, April 16, 2019

## 1. CALL TO ORDER

The meeting of the La Mesa Community Parking Commission was called to order by Commissioner Shea at 5:30 p.m. in the City Council Chambers located at 8130 Allison Avenue, La Mesa, California, 91942.

## 2. ATTENDANCE

Members Attending: Commissioners Baron, Giordano, Kern, McCune, and Shea

Members Absent: None

Staff Attending: Chris Gonzales

## 3. APPROVAL OF THE MINUTES OF JANUARY 15, 2019

Commissioner McCune made a motion to approve the minutes. Commissioner Kern seconded the motion. The motion carried, 3-0, with Commissioners Kern, McCune, and Shea voting in favor and Commissioners Baron and Giordano abstaining due to absence at the January 15, 2019 meeting.

## 4. WRITTEN COMMUNICATIONS

None

## 5. PUBLIC COMMENT (NON-AGENDA ITEMS)

None

## 6. INFORMATIONAL ITEMS

Mr. Gonzales reported that the Parking Commission Work Plan for 2019 was adopted by Council on February 12, 2019 and that on February 26, 2019 the Council approved the \$35,000 appropriation for professional services to prepare parking lot lighting plans.

## **7. OLD BUSINESS**

### **a. Parking Permit System Upgrade**

Mr. Gonzales reported that the City would be working with Phoenix Group to implement the parking permit system upgrade to transition to online permit processing under terms of the existing agreement with Phoenix Group. There was discussion of adding an annual parking permit option to the existing quarterly permit options, which raised questions about whether to create new placard colors for annual permits or to create new annual stickers to affix to the existing placards. After much discussion, the Commission decided to eliminate the distinction between the West-End Parking Permit Program and the East-End Parking Permit Program and to unify under one program. The brown West-End Placards will be eliminated in favor of purple \$40 placards as are utilized east of Spring Street. The Commission developed consensus to facilitate the annual permit option by providing annual purchasers with all quarterly stickers for the remainder of the calendar year. This would be the method for approximately two quarters until staff knows how many users will utilize the annual permit option. Once this quantity is known and proper quantities of annual and quarterly stickers can be ordered, the permit program will transition to a secure, campus-style parking sticker and eliminate the current placard/sticker methodology. Commissioner Baron asked if the program can be set up to allow the campus-style sticker to be transferred between two vehicles that are owned by the permit holder. Mr. Gonzales said he will work with the vendor to allow campus-style stickers to be used in more than one vehicle.

Mr. Gonzales informed the Commission about vendor fees that will be applied to customers and to the City to automate the parking permit program. Customers will incur fees equivalent to the greater of \$3.95 or 3.25% of the total purchase price. For customers purchasing multiple quarterly permits, the fees will add between \$1.30 and \$1.95 per permit. For customers purchasing multiple annual permits, priced between \$160/permit and \$240/permit, the fee will add between \$5.20 and \$7.80 per permit. The City will also pay \$0.95/permit for permit processing fee, \$0.75/permit for a temporary permit fee, \$1.50/permit for renewal notifications, \$0.25 for cash management, and \$0.55/order for mailing fees. In total, the City will incur approximately \$4.00/permit in fees. The trade-off for customers is a vastly streamlined permit ordering process that can be completed in minutes from any computer or mobile device and for the City it is increased efficiency gained by relieving multiple City staffers of permit-processing duties related to what is now a manually-intensive quarterly process.

There was discussion of the replacement fee for lost parking placards. The current policy for lost \$40 or \$60 quarterly placards is the application of a \$25 replacement fee. Once annual permits are available, at a much higher cost of \$160 or \$240, should the fee for replacement of a lost annual permit be greater than \$25? After much discussion, Baron made a motion to set the fee for lost annual permits at \$50. Commissioner Giordano seconded the motion. The motion carried 4-1, with commissioners Baron, Giordano, McCune and Shea voting in favor and commissioner Kern voting against.

There was discussion of pro-rating permits. The current policy is to pro-rate only new, first-issue quarterly parking permits purchased after the first 30 days of the current quarter. The Commission was asked to consider revising this policy to pro-rate quarterly or annual permits in all cases based on date of purchase. The cost of quarterly permits would be reduced by one-third if purchased in the second month of the quarter, two-thirds if purchased in the third month of the quarter. The same method would apply to annual permits. Commissioner Baron made a motion to change the policy to pro-rate all parking permits by the value of elapsed full months. Commissioner Shea

seconded the motion. The motion carried 5-0, with all Commissioners voting in favor and none opposed.

Mr. Gonzales added that staff is proposing to comply with typical industry standards in requiring permit user information identifying the permit holder and vehicle information as required fields in online application forms. This is versus one administrative person in a business ordering multiple permits under that individual's name.

The Commission requested that in cases where users report that permits or stickers never arrived in the mail La Mesa continue to provide good customer service by providing replacement placards or stickers. Mr. Gonzales indicated that in those cases, Phoenix can defer to the City for a judgement on how best to proceed.

There was discussion of the policy regarding permit holders forgetting permits and parking in designated permit areas without paying the meter. Often times, these instances result in the issuance of parking citations, which are then dismissed when the vehicle owner provides proof of having purchased a parking permit valid on the date of the citation. The question is whether or not forgetting a permit is a sufficient reason for utilizing parking without paying the meter in the absence of the displayed permit. Mr. Gonzales reported this can be a frequent occurrence requiring attention of parking enforcement and police personnel. Commissioner Giordano recommended that the policy be revised to allow for a dismissal of a citation once each year under circumstances where the permit holder have received a citation because they didn't have the permit in the vehicle or otherwise failed to display the permit.

#### **8. NEW BUSINESS**

None

#### **9. ADDITIONS TO NEXT AGENDA**

None

#### **10. ADJOURNMENT**

The meeting was adjourned at 6:50 p.m. until May 21, 2019.



**CITY OF  
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*JEWEL of the HILLS*

**INTEROFFICE MEMO**

DATE: July 11, 2019  
TO: La Mesa Community Parking Commission  
FROM: Chris Gonzales, Community Development Program Coordinator *CRB*  
SUBJECT: Item 8.a – Discussion of Village Enhancement Fund

On July 9, 2019, the La Mesa City Council voted to establish the La Mesa Village Enhancement Fund (VEH). The purpose of the fund is to encourage ongoing investment in the Downtown Village and create more entertainment opportunities for residents and families by allowing non-profits and private businesses to apply for funds to finance events, programs, advertising, or physical improvements benefitting the Downtown Village. The La Mesa Community Parking Commission will have a key role in the implementation of the VEH, which will be funded by parking revenues. The Council memorandum is attached for your review. The sponsors of the VEH proposal, Council members Colin Parent and Bill Baber, will address the Commission during its regular meeting of July 16, 2019 to provide additional information and respond to questions.

Attachment: Proposal to Create La Mesa Village Enhancement Fund.



DATE: July 9, 2019  
TO: Mayor and Members of the City Council  
FROM: Bill Baber and Colin Parent  
SUBJECT: Proposal to Create La Mesa Village Enhancement Fund

Recent infrastructure changes, programs, and new businesses have created a new vibrancy in the La Mesa Village.

However, all community members and businesses have not enjoyed the new improvements to the Village equally.

Many of the businesses, employees, and patrons of the Village also contribute financially to the Village by paying for parking meters or parking permits.

We propose to create a new funding program to encourage more ongoing investment in the Village. This program would be designed to attract customers to businesses, and to create more entertainment and community opportunities for residents and families.

**Proposal:**

1. After ordinary operation expenses, allocate 50 percent of budgeted surplus parking district revenues into a Village Enhancement Fund. The new fund would be allowed to finance events, programs, advertising, and physical improvements to benefit the Downtown Commercial Zone.
2. Direct the La Mesa Community Parking Commission to work with City staff to propose an annual application process for nonprofit entities to apply for Village Enhancement Funds, for ratification by the City Council.
3. Once the Village Enhancement Fund program application process is established, direct the La Mesa Community Parking Commission to annually review funding applications and to recommend allocations to the City Council.
4. Direct staff to modify Section 12.56.120 of the municipal code to include "events, programs, and advertising" as allowable uses of parking meter money related to the parking district.

5. Direct City staff to annually docket recommendations for fund allocations to the City Council for approval.

Below is an illustration of how the program would impact the future City budgets:

Current Budget (FY 2019-2020)		Budget Impacts of Proposal (FY 2019-2020)	Notes
Estimated Beginning Reserves	\$ 458,750	\$ 458,750	
Preliminary Revenues	\$ 443,240	\$ 443,240	
Preliminary Operating Expenses	(\$ 303,920)	(\$ 303,920)	
Support Services	(\$ 35,500)	(\$ 35,500)	
Revenues after of ordinary operation expenses	\$ 103,820	\$ 103,820	
Maintenance of Downtown Streetscape	(\$ 75,000)	(\$ 75,000)	
Holiday Lighting	(\$ 10,000)	(\$ 10,000)	
Village Enhancement Fund	\$ 0	\$ 41,910	This is 50% of revenues after ordinary expenses, minus \$10,000 for holiday lighting
Estimated Ending Reserves	\$ 477,570	\$ 435,660	For the first year, reserves would pay for Village Enhancement Funds  For subsequent years, Council would decide through the budget process whether to continue to draw down reserves, or whether to fund Downtown Streetscape Maintenance in the manner that other neighborhoods are maintained.