
San Ysidro Community Parking District Conceptual Plan, Budget and Five-Year Outlook

Purpose

Community Parking District (CPD) are established by the City Council and oversee 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.

Earlier this year, the City of San Diego completed the San Ysidro Parking Study (Study). The Study collected data in the Spring of 2022 and evaluated existing conditions of on-street and off-street parking within the study area. The Study identified several street segments within the Border Village area that regularly experience high parking demand throughout the day. Generally, higher utilization of parking was observed near the residential area south of Beyer Street and along East San Ysidro Boulevard, Virginia Avenue, Border Village Road. The Study also determined that the several parked vehicles exceeded time limits within the study area, which was more prevalent on weekends and that comprehensive parking management is required to manage available on-street parking. Additionally, the San Ysidro Community Plan outlined several mobility strategies to improve parking and mobility within the community including the formation of a parking district. This becomes especially important as the population grows and redevelopment occurs.

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 San Ysidro Improvement Corporation proposes to serve as the legal entity for the Community Parking District and form a Parking Advisory Board.

The plan outlines proposed improvements that would address parking impacts identified in the Study, a five-year outlook budget, and metrics for tracking goals and performance. The narrative and accompanying tables, below, represent the conceptual plan for the San Ysidro CPD.

Proposed CPD Area

The proposed CPD area would extend from the San Ysidro Land Port of Entry, northeast along Beyer Blvd to its intersection with Dairy Mart Road; west along Dairy Mart Road to its intersection with Camino de la Plaza.; then southeast along Camino de la Plaza to the San Ysidro Land Port of Entry.

Community Input

The San Ysidro Improvement Corporation will hold the first community/public meeting on October 3, 2023. It will further ensure robust community input by complying with the Brown Act and building an advisory board made of residents, non-profits, educators and other community members. In compliance with the Brown Act, meetings will be held on a regular cadence and open to the public.

The CPD will have its own page on the San Ysidro Improvement Corporation website (with autonomous linkage) that will display all CPD actions on the internet for public consumption. All CPD meetings will contain a public comment segment.

Community input will also be 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 newsletters with articles on parking issues.

Parking District Conceptual Plan

The plan outlines proposed improvements that would address parking impacts identified in the Study, a five-year outlook budget, and metrics for tracking goals and performance. The narrative and accompanying tables, below, represent the conceptual plan for the San Ysidro CPD.

Increasing Parking Supply

Increasing the parking supply is one of the goals of CPD program. This effort may be achieved by, but not limited to, the following methods:

On-street parking evaluations

- 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 mailing out notices. As on-street parking evaluations are conducted, the CPD will work with the City to ensure on-street parking is clearly delineated and that there are adequate ADA spaces per City standards.

Curb Designations

- The CPD will work with city staff to evaluate curb uses (passenger loading, commercial loading, parking) to increase supply and manage available on-street spaces. This includes reducing red curb lengths and implementing time-limited parking. The CPD will work with business owners, residents and property owners to solicit public input.

Managing Parking Inventory

Management of parking inventory can help ensure available parking spaces are well-utilized and have the turnover needed to support the local business and resident needs. This effort may be achieved by, but not limited to, the following methods:

Time limited parking and Parking Meters

- Implementing time limited parking (e.g., 15-minute, 30-minute, 2-hour, 4-hour), can help promote adequate parking turnover so patrons and visitors have access to businesses. Enforcement of time-limited parking is key to ensure parking utilization is preserved. The CPD will work with the City to evaluate short-term parking designations throughout the area and evaluate opportunities to consolidate or optimize short-term spaces that are not well utilized. Additionally, there are several streets that lack time-limited parking and are experiencing high parking utilization. The CPD will work with the City to evaluate for additional time-limited parking where this is occurring such as Border Village Road. At the September Planning Group Meeting, the San Diego Police Department also shared that there are several instances of oversized vehicles using on-street parking for extended periods of time. Implementing time-limited parking may assist with enforcement of parking operations per the San Diego Municipal Code.
- In areas where time-limited parking has not proven to be effective and has not yielded sufficient turnover to benefit the community, parking meters can encourage turnover. This is most applicable along commercial areas along San Ysidro Boulevard and side streets within Border Village. The CPD will explore a phased approach for installation of

meters starting along the street segments consistent with the recently complete parking study. Education and enforcement are critical to the rollout of this. The CPD proposes to work hand in hand with the City and SDPD to develop an education and enforcement strategy to ensure the seamless rollout of meters where needed most.

Other Parking Strategies

- Shared Parking and Employee or Residential 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, residents, 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. The CPD proposed to survey employers within the area to determine interest and feasibility of shared parking solutions.
- Valet programs: In partnership with major commercial centers or employers, the CPD may explore valet services to optimize parking supply. This could help maximize underutilized off-street parking spaces, such as the SYIC parking lot, to support seasonal parking demand in the area. Additionally, this can complement similar efforts taking place in the “outlets area.”

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.

The San Ysidro Community Plan identified several of these projects such as the Gran Paseo de San Ysidro, gateway wayfinding feature in Border Village, and other pedestrian plazas. Removing medians and concentrating vehicular lanes along appropriate portions of San Ysidro Blvd will allow for the creation of large, outdoor pedestrian plazas that encourage non-vehicular travel, improve safety for vulnerable road users, positively impact parking needs, and make the business corridor much more pedestrian-friendly and walkable.

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. Additionally, carsharing services provide a convenient mobility option for people who use transit or other alternative options and may occasionally be in need of a vehicle. Encouraging bike and scooter infrastructure, such as racks and corrals, and engaging in outreach regarding can help expand use of alternative modes of transportation that can mitigate parking impacts. Mobility services can move users between both PedEast and PedWest pedestrian border crossings, between San Ysidro's "Outlet District" and our small retail district; and move users between the Border and Beyer Transit Stations.

Evaluation and Monitoring

The San Ysidro CPD will monitor parking utilization, using available data from parking meters, to track parking meter utilization. Additionally, the CPD will work with the City to track and monitor curb and parking evaluations that are submitted on a monthly basis. This data, paired with information from SDPD and parking enforcement, will equip the CPD with information needed to make informed decisions about parking strategies.

Additionally, as other mobility projects are implemented that address parking demand, the CPD will work with the City to develop evaluation criteria to monitor impacts including but not limited passengers serve by shuttle services, quantity and use of bike parking, transportation surveys, etc. Consistent with current policy, the CPD will provide an annual report to the City at the end of each fiscal year.

Parking District Budget and Five-Year 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 a fiscal year within the subcategories of increasing parking supply, managing parking inventory and enhancing utilization, and parking demand management.

Tables 1 through 3, located at the end of the report, show a conceptual budget, the project cost breakdown, and a five-year outlook budget, respectively. The budget in Table 1 assumes the installation of parking meters, pending community approval, which may yield up to \$20,000 in revenue in FY24. Future budget and revenue appropriations are subject to Council approval per Council Policy 100-18.

Table 1
Community Parking District FY2025 Conceptual Budget
San Ysidro Community Parking District

Overall	CDP Funded Total	=	CPD Organization Implemented	+	City Implemented / Reserved
1. Available Funds/Revenue (estimated and subject to year end reconciliation)					
CPD - FY2024 Meter Revenues	\$ 20,000				
CPD - Fund Balance					
Total Available Funds/Revenue	\$ 20,000		\$ -		
2. Allocation of Available Funds/Revenue					
2A. Personnel					
Program Manager and CPD Staff	\$ 7,000		\$ 7,000		
	\$ -				
Total Personnel	\$ 7,000		\$ 7,000		\$ -
2B. Operating					
Rent - Office	\$ -				
Telephone/Fax/Cell/Internet	\$ -				
Mtngs/Conf/Dues/Subscriptions	\$ -				
Printing	\$ -				
Insurance	\$ -				
CGL/Auto/D&O	\$ -				
Insurance-Workers Comp	\$ -				
Postage	\$ -				
Audit	\$ -				
Accounting Services	\$ -		\$ 500		
Office Supplies	\$ -				
Office Equipment	\$ -				
Total Operating	\$ 500		\$ 500		\$ -
2C. Outreach/Publication/Promotion					
Newsletter					
Marketing (Web Site, Brochure)			\$ 2,500		
Surveys	\$ -				
Total Outreach/Publication/Promotion	\$ 2,500		\$ 2,500		\$ -
2D. Projects/Activities/Contracts*					
2D1. Increasing Parking Supply	\$ -		\$ -		\$ -
2D2. Managing Parking Inventory			\$ -		\$ 10,000
2D3. Managing Parking Demand and Enhancing Utilization	\$ -		\$ -		\$ -
2D4. Other Improvements or Activities	\$ -		\$ -		\$ -
Total Projects/Activities/Contracts	\$ 10,000		\$ -		\$ 10,000
3. Total Expenses	\$ 20,000		\$ 10,000		\$ 10,000
4. Contingency - for Cost Overruns	\$ -				
5. Total Allocated Funds	\$ 20,000		\$ 10,000	-	\$ 10,000
Unallocated (Total Allocated Funds - Total Available Funds)	\$ -		\$ -		

*See Table 2 for full details

Table 2
Community Parking District FY2025 Plan and Budget - Projects/Activities/Contracts
San Ysidro Community Parking District

Projects/Activities/Contracts	CDP Funded Total	=	CPD Organization Implemented	+	City Implemented / Reserved
2D1. Increasing Parking Supply					
On-Street Parking Evaluations	\$ -				
Curb Use Evaluations	\$ -				
Increasing Parking Supply - Total	\$ -		\$ -		\$ -
2D2. Managing Parking Inventory					
Time-Limited Parking	\$ -				
Parking Meters	\$ 10,000				\$ 10,000
Shared Parking and Employee Parking Survey	\$ -				
Valet Program	\$ -				
	\$ -				
	\$ -				
Managing Parking Inventory - Total	\$ 10,000		\$ -		\$ 10,000
2D3. Managing Parking Demand and Enhancing Utilization					
Pedestrian Enhancements - Wayfinding	\$ -				
Pedestrian Enhancements - Pedestrian-Scale Lighting	\$ -				
Pedestrian Enhancements - Traffic Calming	\$ -				
Mobility Services - On-Demand Shuttle	\$ -				
Mobility Services - Micromobility Parking	\$ -				
	\$ -				
	\$ -				
Managing Parking Demand and Enhancing Utilization - Total	\$ -		\$ -		\$ -
2D4. Other Improvements or Activities					
	\$ -		\$ -		
	\$ -		\$ -		
	\$ -		\$ -		
Other Improvements or Activities - Total	\$ -		\$ -		\$ -
	\$ 10,000				\$ 10,000

Table 3
Community Parking District FY2025 Plan and Budget - Five Year Outlook
San Ysidro Community Parking District

	FY2025	FY2026	FY2027	FY2028	FY2029
1. Projected Revenue					
Previous Year Carry Forward	\$ -	\$ -	\$ -	\$ -	\$ -
Current Year Revenue	\$ 20,000	\$ 80,000	\$ 82,000	\$ 100,000	\$ 104,000
Total Revenue	\$ 20,000	\$ 80,000	\$ 82,000	\$ 100,000	\$ 104,000
2A. Personnel	\$ 7,000	\$ 8,000	\$ 9,000	\$ 10,000	\$ 10,000
2B. Operating	\$ 500				
2C. Outreach/Publication/Promotion	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500
2D. Projects/Activities/Contracts	\$ 10,000	\$ 45,500	\$ 44,500	\$ 87,500	\$ 91,500
3. Yearly Sub Total	\$ 20,000	\$ 56,000	\$ 56,000	\$ 100,000	\$ 104,000
4. Contingency	\$ -	\$ 24,000	\$ 26,000		
5. Yearly Total Expenditures	\$ 20,000	\$ 80,000	\$ 82,000	\$ 100,000	\$ 104,000
Cumulative Balance (Total Revenue - Total Expenditures)	\$ -	\$ -	\$ -	\$ -	\$ -