



AGENDA FOR THE LA MESA COMMUNITY PARKING COMMISSION

Tuesday, February 18, 2020

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 November 19, 2019
4. Written Communications
5. Public Comment (non-agenda items)
6. Informational Items
7. OLD BUSINESS
 - a. Selection of Chair and Vice Chair
 - b. 2020 Parking Commission Work Plan
 - c. Downtown Parking Fund Available Balance
 - d. Parking Lot Lighting Upgrade Project
 - e. Update on Parking Permit System Upgrade
8. NEW BUSINESS

None
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.



MINUTES

LA MESA COMMUNITY PARKING COMMISSION

Tuesday, November 19, 2019

1. CALL TO ORDER

The meeting of the La Mesa Community Parking Commission was called to order by Commissioner McCune at 5:31 p.m. in the City Council Chambers located at 8130 Allison Avenue, La Mesa, California, 91942.

2. ATTENDANCE

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

Members Absent: None (one seat vacant)

Staff Attending: Kerry Kusiak, Chris Gonzales, Lyn Dedmon

3. APPROVAL OF THE MINUTES OF JULY 16, 2019

Commissioner Baron made a motion to approve the minutes. Commissioner Giordano seconded the motion. The motion carried, 4-0.

4. APPROVAL OF THE MINUTES OF AUGUST 20, 2019

Commissioner McCune made a motion to approve the minutes. Commissioner Kern seconded the motion. The motion carried, 4-0.

5. WRITTEN COMMUNICATIONS

None

6. PUBLIC COMMENT (NON-AGENDA ITEMS)

None

7. INFORMATIONAL ITEMS

Mr. Gonzales reported on a number of items. He discussed the vacant seat on the Commission and the eligibility requirements and term limitations. He provided an update on the project to upgrade the lighting in the Allison Ave. and Lemon Ave. municipal parking lots, reporting that the technical plans were undergoing revisions and that the project would be brought back to Commission in December or January. He reported that the online parking permit system is being developed by the vendor, Phoenix Group, and that staff is targeting implementation of the new online system by the second quarter of 2020. He reported that Council adopted guidelines for the

new Village Enhancement Fund program on September 24, 2019 and amended the municipal code to add subsection H, which read "for events, programs, and advertising, as determined appropriate by City Council." Finally, he reported that the hiring process for the new parking enforcement officer is not going forward, but staff will try to continue to provide a high level of customer service and maintenance of parking meters, despite the reduced staffing level.

8. OLD BUSINESS

None

9. NEW BUSINESS

a. La Mesa Village Enhancement Fund Applications

The Commission heard presentations from applicants and deliberated on how to allocate the \$99,440 available through the program. Senior Management Analyst Lyn Dedmon explained that the submitted applications sought a combined total of \$188,844 in funding and that the program guidelines state that the applications should deliver a community benefit to Parking District 1. La Mesa Village Association (LMVA) Co-Chair, Wes Troy, spoke on the merits of the LMVA funding applications seeking approximately \$100,000. He stated that the events the LMVA wants to fund provide pedestrian-friendly, family-oriented activities, encourage ongoing investment in the Downtown Village, and meet the program objectives. The LMVA intends to utilize the funding to enhance existing events. Commissioner Baron asked Mr. Troy about LMVA event priorities and why 2019 Holiday in the Village was being considered for the 2020 funding year. Staff explained in that an exception was made for the Holiday event only in this first funding cycle. Mr. Troy indicated that the LMVA prioritized the 2019 Holiday event first, the 2020 Holiday event second, and the Car Show event third. Laurel McFarland discussed her application for \$83,500 for additional advertising programs and event activities for the 2020 Oktoberfest event. Mrs. McFarland added that while she would like funding to assist with the rising costs of staging the Oktoberfest event, she did not seek to take funds away from the Holiday event, which she stages at a reduced-fee to assist the LMVA. She listed roving entertainment, photo backdrop and sets, website for Dine Shop Explore, google ads, and social media as her top line-item priorities for the 2020 Oktoberfest event.

Under discussion, Commissioner Giordano expressed his expectation that the applications would include new events, as opposed to just existing events. He wondered if there was a lack of exposure for the program and if there should be more time allowed for new outreach and new funding applications to come forward. Commissioner Kern noted that the reimbursement guideline requires business owners to fund new events up front and that aspect may be preventing some new applications. Mr. Dedmon noted that the City's outreach included social media and presentation to LMVA membership, adding that the reimbursement requirement is in place to lower the risk to the City and the requirement may be re-evaluated in the future. The LMVA's Pam Rader described supplemental LMVA outreach efforts, including sending emails to 85 members. She relayed that many businesses reported an inability to provide up-front funding for new events they wanted to pursue.

In response to a question from Commissioner Giordano, Ms. Rader reported that the 2018 Holiday event had \$51,000 in income and incurred \$48,000 and netted \$3,600. The income came from sponsorships and vendor booths. She added that the loss of the farmers' market income earlier in the year imperiled the LMVA's financial stability and put the 2019 Holiday event in jeopardy. The

2019 Car Show had income of \$3,800, without sponsorships, and expenses of \$9,100, resulting in a loss of approximately \$4,300, which was absorbed by the LMVA.

Commissioner Kern made a motion to allocate \$9,000 to the 2020 Car Show and that the remainder be split evenly among the remaining three applications. Commissioner McCune seconded the motion. Under discussion, Commissioner Baron put forth a friendly amendment concurred to allocated \$9,000 for the 2020 Car Show, \$40,000 for the 2019 Holiday event, \$30,000 for the 2020 Holiday event, and \$20,440 for the 2020 Oktoberfest event. Commissioner Kern accepted the friendly amendment. Commission questions and comments continued. The amended motion carried, 4-0.

9. ADDITIONS TO NEXT AGENDA

None

10. ADJOURNMENT

The meeting was adjourned at 6:58 p.m. until January 21, 2020.



REPORT to the LA MESA COMMUNITY PARKING COMMISSION

DATE: February 18, 2020
SUBJECT: Item 7.b. Parking Commission Work Plan for 2020
ISSUING DEPARTMENT: Community Development Department

SUMMARY:

- Issues:
1. Should the La Mesa Community Parking Commission approve the 2020 Parking Commission Work Plan?

BACKGROUND:

In 2017, the La Mesa City Council (Council) directed that all board and commissions prepare annual work plans, in a standardized format, and that the chairperson of each body present the plans to Council each February. The La Mesa Community Parking Commission (Commission) was one of the few bodies already maintaining such a work plan, which was entitled Prioritization of Goals and Objectives. The new, standardized work plan format lists the Commission's targeted projects, identifies key milestones, categorizes the project by timeframe (near-, mid-, and long-term), and provides a project status. The Council reviewed and approved the Commission's first work plan in July 2017 and most recently approved the 2019 work plan in February 2019.

DISCUSSION:

The Commission is being asked to review the modified 2020 Parking Commission Work Plan and consider recommending it for Council approval on February 25, 2020. Staff recommends no new projects be added to the 2020 Work Plan. Completion of four of the existing eight projects will be pursued in 2020, including Item 1, Online Parking Permit Processing; Item 2, Allison Lot Lighting; Item 3, Lemon Lot Lighting; and Item 4, Parking Survey. Based on the current stage of progress on Items 1-3, implementation of each is achievable, in 2020. Item 4, Parking Survey, is an ongoing, annual project, and the data gathering and analysis is time intensive. These four projects, combined, will consume available staff resources for 2020. Item 5, Repair & Maintenance of Parking Lots is a

rotational project due for evaluation and potential action in 2021. Items 6-7 have received preliminary work to date and can be focused on in 2021 as well.

CONCLUSION:

Staff recommends that the Commission entertain a motion to approve the 2020 Parking Commission Work Plan.

Submitted by:



Chris Gonzales
Community Development Program Coordinator

Attachment A: 2020 Parking Commission Work Plan



PARKING COMMISSION

**Work Plan
2020**

Goals should be consistent with the City's goals:

- Safe Community
- Maintain a Financially Sound and Affordable City Government
- Continue to Improve High Quality Municipal Services
- Revitalize Neighborhoods and Corridors
- Enhanced Recreation and Quality of Life Opportunities
- Insure Safe and Affordable Homes for All Current and Future Residents

Staffing Department: Community Development

GOALS	DUE DATE	TRACKING MILESTONES	STATUS
1. Online parking permit processing	Near-term	Online testing & permit design underway	Target 2 nd or 3 rd quarter 2020.
2. Allison Lot Lighting	Near-term	Plans Completed Funding Appropriation Construction bid docs	Target 2020 Completion.
3. Lemon Lot Lighting	Near-term	Plans Completed Funding Appropriation Construction bid docs	Target 2020 Completion.
4. Parking survey	Annual	Field Counts	Counts in May 2020; Present to PC July 2020.
5. Repair & Maintenance of Parking Lots	Near-term		Every 4 years; due 2021
6. Review of Parking Meter and Parking Permit Pricing	Near-term		Preliminary review complete; formal review 2021.
7. Research & Evaluation of EV Charging Stations	Near-term	Site(s) Selection	Project on hold until 2021.
8. Evaluate Parking Structure	Long-term		Feasibility study completed 2011.

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.



REPORT to the LA MESA COMMUNITY PARKING COMMISSION

DATE: February 18, 2020
SUBJECT: Item 7.c. Downtown Parking Fund Available Balance
ISSUING DEPARTMENT: Community Development Department

SUMMARY:

Issues: This item informs the Commission of the projected ending fund balance of the Downtown Parking Fund for Fiscal Year (FY) 2019-20, based on information available at the end of the second quarter.

BACKGROUND:

The Downtown Parking Fund (DPF) is a special revenue fund for the receipt of parking revenues generated within Parking District #1 (District). The boundary of the District encompasses the core commercial area of the Downtown Village. The DPF primarily funds expenses related to parking operations but can also be used for a range of projects or activities in the Downtown Village area, as determined appropriate by the City Council. In fact, the DPF supports a range of parking-related and non-parking-related activities in the Parking District/Downtown Village, including:

- Parking enforcement and parking management.
- Professional and City services supporting parking operations.
- Acquisition/maintenance of parking equipment.
- Maintenance of parking facilities.
- Maintenance and cleaning of Downtown Village public areas.
- Installation of annual holiday lighting in the Downtown Village.
- Funding of other enhancements in the Downtown Village, including special events, through the Village Enhancement Fund.

The La Mesa Community Parking Commission (Commission) is an advisory body to the Council and, as such, is not vested with discretionary spending authority for DPF funds. All expenditures from the DPF must be approved by Council. Staff provides the Commission with periodic updates on the balance in the DPF and the availability of funds to finance various proposed projects.

DISCUSSION:

Based on figures available at the end of the second quarter of FY 2019-20, the ending balance in the DPF is projected to be \$507,500 (rounded), factoring in budgeted revenue and obligations, as shown in the table below.

DOWNTOWN PARKING FUND (DPF)	
Projected Fiscal Year (FY) 2019-20 Ending Balance (1)	
Beginning Reserves - DPF	\$637,000
Add: Anticipated Revenue	\$188,000
(Less) Remaining Budgeted Expenditures	(\$201,000)
(Less) Remaining Approved Fund Transfers (2)	(\$117,000)
Estimated FY 2019-20 Ending Balance	\$507,000
(1) Per City of La Mesa Finance Dept.	
(2) Includes Support Services, Downtown Maintenance, Village Enhancement Fund, and annual holiday lighting.	

After earning \$132,000 during the second quarter from combined revenue sources, including meters, permits, citations, and interest, the DPF ended the quarter with a cash balance of \$637,000. Based on budgeted revenue figures, approximately \$188,000 is anticipated to be earned during the remaining two quarters of the fiscal year. Budgeted departmental expenses (Police and Community Development) and approved fund transfers (internal support services, Downtown Maintenance, Village Enhancement Fund, and annual holiday lighting) total approximately \$524,000 for the entire Fiscal Year. With \$206,000 of the \$524,000 having been expended through the end of the second quarter, approximately \$318,000 for budgeted expenditures and approved transfers remains obligated through the end of the fiscal year. The sum of reserves and anticipated revenue, less remaining, unexpended budgeted expenses and approved fund transfers yields a projected ending fund balance of \$507,000 (rounded) at the conclusion of FY 2019-20.

Report to La Mesa Community Parking Commission (LMCPC)

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CONCLUSION:

At the conclusion of the second quarter of FY 2019-20, the ending fund balance in the DPF is projected to be \$507,000. Staff will continue to monitor the DPF and provide periodic updates.

Submitted by:

A handwritten signature in black ink that reads "Chris Gonzales". The signature is written in a cursive, slightly slanted style.

Chris Gonzales

Community Development Program Coordinator



REPORT to the LA MESA COMMUNITY PARKING COMMISSION

DATE: February 18, 2020
SUBJECT: Item 7.d. Lighting Upgrades in Allison & Lemon Ave. Lots
ISSUING DEPARTMENT: Community Development Department

SUMMARY:

- Issues:
1. Should the La Mesa Community Parking Commission recommend that the La Mesa City Council allocate \$320,000 from the Downtown Parking Fund for installation of new lighting in the Allison Ave. and Palm Ave. Municipal Parking Lots?

BACKGROUND:

There are four municipal parking lots within Parking District, as follows:

1. La Mesa Blvd. Municipal Parking Lot (La Mesa Blvd., west of Acacia Ave)
2. Palm Ave. Municipal Parking Lot: (Palm Ave., south of La Mesa Blvd.)
3. Lemon Ave. Municipal Parking Lot (Lemon Ave., near 3rd St.)
4. Allison Ave. Municipal Parking Lot (Allison Ave., east of Palm Ave.)

In 2008, the lighting in the La Mesa Blvd. and Palm Ave. lots was upgraded to the Ameron light poles topped with acorn heads featuring induction lighting elements. This combination was subsequently installed throughout the Downtown Village core area as part of the Downtown Streetscape Improvement project in 2015 and is the Downtown standard for street lighting. The lighting in the remaining two parking lots, the Allison Ave. lot and the Lemon Ave. lot dates back to the 1970s and is dim and substandard. Upgrading the lighting in the remaining two lots has been a running goal since 2008 but the project has been delayed several times in deference to other projects and priorities that consumed funding and staff resources, such as the streetscape project. Another major obstacle had been preparation of lighting plans, specifications, and cost estimates that can then serve to facilitate construction bids for implementation and installation of new lighting.

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In January 2019, the La Mesa Community Parking Commission (Commission) recommended that the La Mesa City Council (Council) authorize the appropriation of \$35,000 from the Downtown Parking Fund (DPF) to pay for professional services to prepare lighting upgrade plans for the Allison Ave. and Lemon Ave. parking lots. On February 26, 2019, the Council accepted the recommendation and authorized the appropriation through the adoption of Resolution 2019-014.

The City then retained the electrical engineering firm of Randall Lamb Associates to prepare the lighting plans and photometric analyses, with civil engineering support from Snipes Dye Associates identifying easements, utilities, existing structures/improvements, property boundaries, and topographic issues. Randall Lamb was ideally suited to undertake the project, given their experience working for the City on the Downtown Streetscape Improvement Project, a project which utilized the same poles and fixtures and which provided the firm with a thorough understanding of Downtown's electrical infrastructure.

By removing another phase of the outmoded 1970s lighting infrastructure and replacing it with the standard lighting these lots will provide the public and Village business owners and employees with an enhanced sense of safety and will help to prevent unwanted activity in these areas. The project will also serve as a continuation of the streetscape project by expanding the implementation of the Downtown standard lighting that was installed throughout the Downtown core area during the 2015 streetscape project.

DISCUSSION:

The lighting plans and the labor-and-materials cost estimate were completed by Randall Lamb in January 2020. The photometric analysis, based on the illumination characteristics of the city standard lighting fixtures, calls for demolition and relocation of all existing light poles and the addition of two (2) new poles in the Lemon Ave. lot and five (5) new poles in the Allison Ave. lot. The total project cost, including a contingency of 10%, is \$320,000.

Existing poles and concrete foundations will be removed, the holes will be filled and compacted, and the surface will then be repaved. Damaged curbs will be reconstructed, as needed. New foundations and poles will be installed in positions near the former locations of the demolished original poles. Likewise, new foundations and poles will be installed in several new locations to ensure proper lighting coverage throughout the lots. Trenching, conduit, and electrical pull boxes will be installed and un-needed conduit will be removed or abandoned. Parking meters and heads will be protected in place and any damaged parking space striping will be repainted.

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By relocating the existing poles to new, proximal locations, the project duration can be reduced. The total time frame of activity in the parking lots is estimated to last two to three weeks and optimal phasing will be implemented to ensure that the lots remain operational during the project. First, the new poles and concrete foundations can be installed, along with below-ground infrastructure. The existing lighting can remain operable during this period. Then power can be switched over to energize the new lighting and the old lights can be demolished and any needed surface repairs can be made.

CONCLUSION:

Staff recommends that the Commission entertain a motion to recommend to the La Mesa City Council the appropriation of \$320,000 from the Downtown Parking Fund for the installation of new lighting in the Allison Ave. and Lemon Ave. Municipal Parking Lots.

Submitted by:



Chris Gonzales

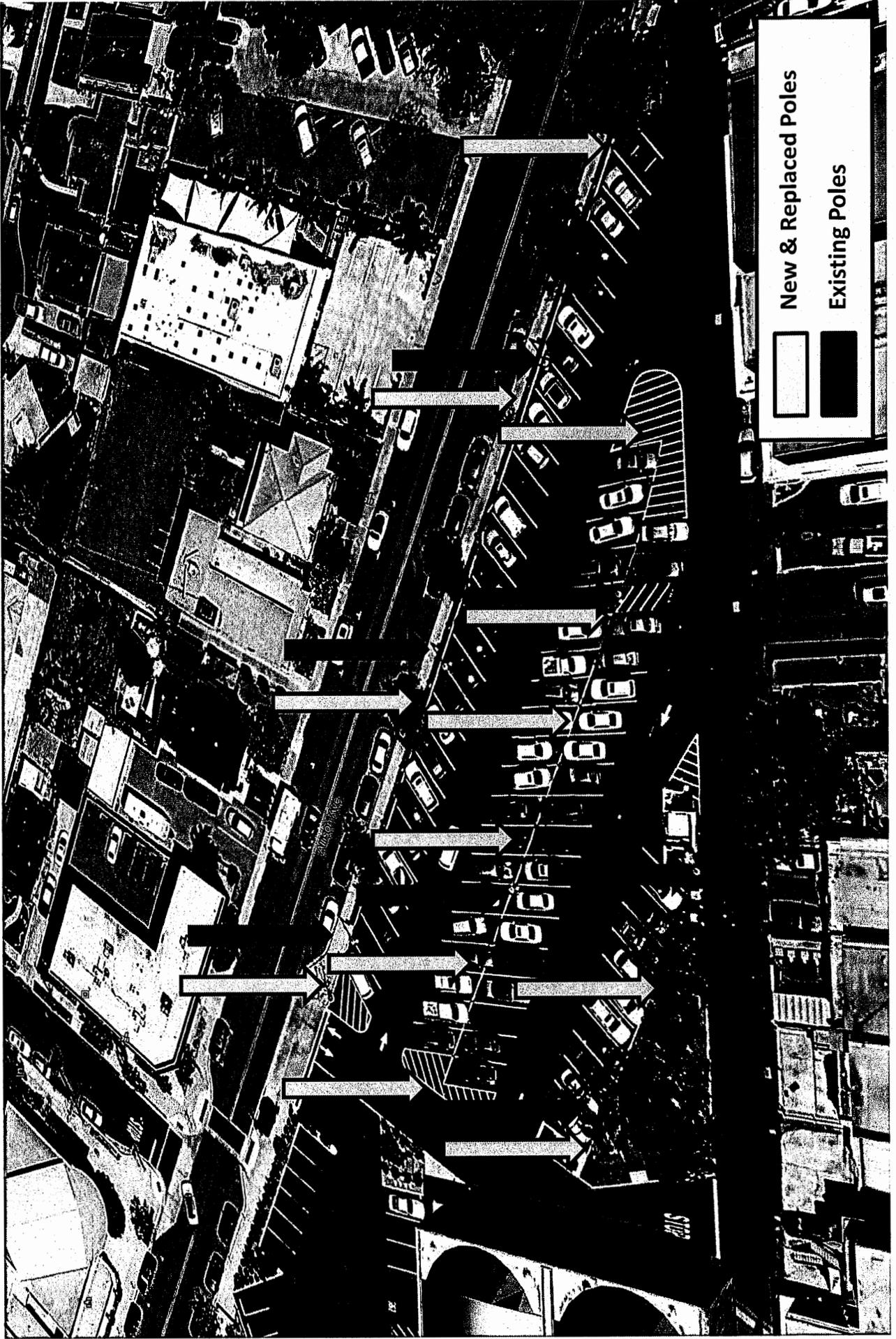
Community Development Program Coordinator

Attachment A: Allison Avenue Municipal Parking Lot Lighting

Attachment B: Lemon Avenue Municipal Parking Lot Lighting

Allison Avenue Municipal Parking Lot Lighting

Attachment A



Lemon Avenue Municipal Parking Lot Lighting

Attachment B

