



Downtown Community Planning Council San Diego

Planning a Vibrant Downtown for All

To:

City of San Diego, Sustainability & Mobility Department

Downtown Parking Management Group (hereinafter referred to as the “advisory board”)¹

Subject:

Recommendations for Improved Administration and Transparency of Community Parking Districts

The Downtown Community Planning Council (DCPC) is the City of San Diego’s recognized advisory board for planning & development in Downtown. We are made up of locally-elected residents, businesses, and community organizations who work together to plan a vibrant Downtown for all.

I am writing on behalf of the DCPC to present a series of unanimously-approved recommendations aimed at enhancing the administration, transparency, and public engagement of Parking Districts. These recommendations spawned from a desire to see the DCPD in particular operate effectively and in the interest of creating a vibrant Downtown for all.

It is also in the interest of the public, who funds the Parking Districts, to have adequate information about a Parking District’s administration publicly available.

To my fellow DCPD advisory board members: **The Parking District has great potential to make transformative change in our community, far more than it is doing so currently.**

Many of you have been able to leverage your Property Business Improvement District, Business Improvement District, or Maintenance Assessment District to create transformative change in Downtown.

I ask that you view the Parking District as a similar entity which we can leverage together for greater positive change.

To realize the full potential of the Parking District, we must begin by adopting measures to improve its administration and transparency. These measures will provide incentives to conduct the Parking District’s business to the highest degree of excellence.

Sincerely,

Manny Rodriguez
Executive Chairperson
Downtown Community Planning Council

¹ The Downtown Parking Management Group carries out duties similar to that of a Parking District advisory board as defined in Council Policy 100-18. The DCPD does not have a non-profit advisory board, which is unlike the other Parking Districts in the City.



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Recommendations:

1. **Physically Post Meeting Agendas**
 - Ensure meeting agendas are physically posted at the meeting location as mandated by the Brown Act.
2. **Take Detailed Minutes and Record Meetings**
 - Current DCPD minutes are insufficient and do not provide the public with adequate descriptions of the discussions that have taken place. A body that is guiding millions of dollars in public spending should have adequate minutes.
3. **Archive All Minutes and Relevant Documents**
 - This has started to happen with the move towards a website. However, many minutes and meeting materials that used to exist are no longer available.
4. **Implement Remote Access and Participation**
 - The existing meeting room is equipped for remote accessibility, as demonstrated by the Mobility Board's use of that capability.
5. **Implement an Agenda Distribution Service**
 - Implement a City-run agenda distribution service, similar to those used by Community Planning Groups, to ensure the public can receive agendas and notices for the DCPD. Alternatively, utilize a newsletter service that the public can easily register for. Currently, one has to know people who work in or with Parking Districts to receive agenda notices.
6. **Establish a Standing Budget Committee:**
 - Establish a standing Budget Committee responsible for proposing annual budgets. Annual reports should explain any changes between the proposed and approved budgets. The Committee should not have members receiving funds from the District.
7. **Establish an Independent Audit Committee:**
 - Establish an Independent Audit Committee (with no members from the advisory board or members receiving funds from the District) to review the District's finances.
8. **Hold Annual Town Hall Meetings**
 - Host at least one annual town hall meeting focused on the DCPD budget to engage with the community, provide transparency, and gather public input. Provide an online form for community members to submit their thoughts year-round.
9. **Monitor Expenses and Track Categories of Expenditures**
 - Monitor and report on the allocation of budget funds, distinguishing between categories such as capital improvement projects, cosmetic projects, and operations supplementing.
10. **Amend Council Policy 100-18**
 - Amend Council Policy 100-18 to require greater transparency for Parking Districts, provide greater clarity on how Parking District funds may be spent, and ensure adequate community representation on a Parking District's advisory board.
11. **Align Parking District Actions with City Policy Objectives:**
 - Require Parking Districts to align their actions with the City's wider policy objectives, including the Strategic Plan, Climate Action Plan (CAP), General Plan Mobility Element (updated by Blueprint SD), and Council Policy 900-23 (Complete Streets).