



Uptown Partnership, Inc. FY 2008 ANNUAL PLAN AND BUDGET FOR UPTOWN COMMUNITY PARKING DISTRICT

May 7, 2007

INTRODUCTION

Uptown Partnership, Inc. began as a community association in 1997. When the San Diego City Council created the Uptown Community Parking District (CPD) on March 4, 1998 under Council Policy 100-18, the Partnership took on the responsibility of administering the Uptown CPD for the City. The Partnership incorporated as a 501(c)(3) nonprofit community benefit corporation on February 26, 1999.

Our mission is to improve the Uptown community by increasing parking options, ensuring safe, friendly streets, and promoting economic revitalization. Uptown Partnership, Inc. is committed to developing a vibrant Uptown community through creative collaborations that enhance the vitality of our businesses, sustain the health of our residential community, and promote a model cohesive neighborhood.

In compliance with Council Policy 100-18, the Community Parking District Policy, Uptown Partnership, Inc. presents its Annual Implementation Plan for Uptown Community Parking District in FY 2007-08, its tenth year of operation. This plan comprises the following sections.

COMMUNITY INVOLVEMENT IN CPD MANAGEMENT

SCOPE OF SERVICES/PROGRAM BUDGET FY 2007-08

OPERATING BUDGET FY 2007-08

RECENT ACTIVITIES AND ACCOMPLISHMENTS IN UPTOWN CPD

RECOMMENDATIONS FOR CONSIDERATION

EXHIBITS

A – INSURANCE DOCUMENTATION: GENERAL LIABILITY & WORKERS' COMPENSATION

B – PERSONNEL SCHEDULE

C – WORK FORCE REPORT

D – SUBCONTRACTOR LIST



A. COMMUNITY INVOLVEMENT IN CPD MANAGEMENT

1. COMMUNITY CONTEXT

Uptown encompasses the diverse neighborhoods of Bankers Hill-Park West, Hillcrest, Five Points-Middletown, Mission Hills, and Park West.

Uptown is one of the oldest areas of the City of San Diego; therefore, issues regarding parking, traffic, and pedestrians often arise from the need to adjust present-day needs to the aging infrastructure. Several examples will illustrate this dilemma.

- a. Parking demand by businesses, residents, and visitors exceeds the supply on a regular basis in commercial nodes because the community primarily was built prior to establishment of current standards for off-street parking.
- b. Redevelopment aggravates parking shortages in local neighborhoods on a short-term basis as construction sites restrict nearby on-street parking.
- c. Businesses and residences have been built side-by-side and business area parking spills over into nearby residential areas.

2. COMMUNITY STUDIES

Since 1997, Uptown Partnership, Inc. has completed a number of studies relating to parking availability on- and off-street, traffic calming, and pedestrian safety and enjoyment. Several examples will illustrate the scope of these efforts.

- a. Preparing and publishing a Strategic Mobility Plan (1999, updated 2003).
- b. Underwriting and publishing the FeetFirst! plan to improve walkability in Uptown (2003).
- c. Mapping on-street parking conditions in four impacted neighborhoods – Park and University; Laurel Street corridor between First and Sixth Avenues; central Mission Hills; Five Points (Washington and India Streets) – and updating conditions in Central Hillcrest (2004).
- d. Conducting and publishing a report on an Uptown parking summit attended by approximately 80 community members (2005).
- e. Drafting and publishing a plan to calm traffic in the Laurel Street corridor between Fourth and Sixth Avenues that provided the basis for a \$430,000 grant from Caltrans to the City of San Diego and SANDAG for further study of traffic and transit options (2005).
- f. Preparing a comprehensive study of parking needs in a 12-block area in central Hillcrest, using an earlier (2002) study as a foundation. Both studies examined: (1) existing and future need for public parking; and (2) potential sites for a parking garage. The most recent study also analyzed financial considerations associated with real estate acquisition, construction, and operation of a public parking garage (2005).
- g. Preparing a plan for immediate and longer-term improvements to parking, traffic, and walking conditions in the Five Points commercial center; this plan is detailed in section D. RECENT ACTIVITIES AND ACCOMPLISHMENTS below.

3. COMMUNITY PROJECTS

Uptown Partnership, Inc. has a history of initiating and participating in City of San Diego capital improvement projects that enhance parking, driving, and walking in Uptown. Several examples will illustrate these efforts; for the most recent projects, refer to section D. RECENT ACTIVITIES AND ACCOMPLISHMENTS below.

- a. Available on-street public parking increased as a result of converting parallel parking to angle parking and adding curb-side spaces where possible in Uptown.
- b. Washington Street median improvements have added landscaping and aesthetic enhancements to the neighborhood.

- c. Installation of way-finding signs that direct drivers to privately-owned public parking lots helps them locate parking convenient to their destinations.
- d. University Avenue median improvements east of Tenth Avenue add aesthetic enrichment and safety features.
- e. Reconstruction of the sidewalks and intersections on the 1200 and 1400 blocks of University Avenue improves pedestrian conditions and calm traffic.
- f. Funding more than 55% of the reconstruction of Normal Street between University Avenue and Blaine Street and ensuring neighborhood input into the project; this project is detailed in section D. RECENT ACTIVITIES AND ACCOMPLISHMENTS below.

4. COMMUNITY RELATIONS

In all its programs, Uptown Partnership, Inc. works closely with the Uptown community. Several examples will illustrate these community relations efforts; for the most recent activities, refer to section D. RECENT ACTIVITIES AND ACCOMPLISHMENTS below.

- a. The Board of Directors is comprised of business people and residents of Uptown who volunteer their time and expertise to oversee the Partnership's programs, outreach, fiscal soundness, and organizational management.
- b. Staff writes the work plans for projects and studies to include public participation as an important element whenever possible.
- c. The Executive Director and staff maintain close contact with key community organizations by regularly attending their meetings and providing updates on specific issues. Organizations include Hillcrest Association (BID), Hillcrest Town Council, Mission Hills Association (BID), Mission Hills Town Council, Bankers Hill-Park West community group, Downtown Parking Management Group, MTS, and Uptown Planners.
- d. The Executive Director and staff work with other community leaders to mitigate neighborhood impacts of City capital improvement projects during the construction phase when travel on streets and sidewalks is disrupted and access to businesses is constrained.
- e. The Partnership keeps the community informed through periodic newsletters, distribution of printed and electronic notices for neighborhood workshops, and its web site at www.uptownpartnership.org.
- f. The Partnership routinely provides public notice of Board of Directors' meetings and posts the agendas and minutes on its web site.
- g. The Partnership sells City of San Diego parking cards to the public, which brings people in the door daily with their questions and comments to which the staff responds.

B. SCOPE OF SERVICES/PROGRAM BUDGET FY 2007-08

1. SCOPE OF SERVICES

- a. In accordance with City Council Policy 100-18, Uptown Partnership, Inc. shall render the following Scope of Services on behalf of the Uptown Community Parking District. Allocations for these services are in the Program Budget below.
- b. The Scope of Services for Uptown Community Parking District is comprised of elements of the Program Budget:
 - Studies (Consultants);
 - Projects (Construction);
 - Community Relations (Staff);
 - Capital Projects Financing; and
 - Contingency Financing.
- c. The remainder of the Program Budget falls into two categories – Administration: Staffing and Administration: Office Operations – which support the Partnership’s Corporate Business and Organizational Management activities necessary to fulfill the Scope of Services.

2. PROGRAM BUDGET CONTEXT

- a. The Program Budget reflects a work planning process conducted by the staff and Board of Uptown Partnership, Inc. The first part of this process involves selecting and ranking activities for the coming fiscal year and identifying possibilities for the future. The second part entails budgeting for the personnel, consulting, construction, and cash outlays associated with these activities.
- b. During the fiscal year, Uptown Partnership, Inc. may adjust its priorities within its work plan and program budget to take advantage of unforeseen factors such as income generation, funding availability, and support from political leaders, City staff, and the community.
- c. The Program Budget for FY 2007-08 includes a forecast for studies and projects in FY 2009 in order to demonstrate the Partnership’s strategic planning approach. Studies done in FY 2007-08 will result in projects in FY 2008-09; studies done in FY 2008-09 will result in projects done in FY 2009-10, and so on. As any forecast, this one will change as conditions change; however, a significant benefit of planning ahead is to maintain focus on providing an excellent return on investment (ROI).

3. DETAILED PROGRAM BUDGET AND ACTIVITIES – *NEXT PAGE*

Program Budget FY 2007-08	FY 2008 CPD Funds	FY 2008 Other Funds	FY 2008 Program Budget	FY 2009 Studies & Projects Forecast
STUDIES [Consultants]	150,000	0	150,000	157,000
Uptown Parking Investment Analysis	50,000	0	50,000	25,000
In FY 2008, analyze alternatives and develop agreement with City of San Diego on acceptable types of private investments for parking meter revenues; In FY 2009, continue needed analysis				
Uptown Meter and Parking Use Study	40,000	0	40,000	0
Conduct comprehensive analysis of on-street meter use and parking patterns in context of community land uses and traffic; Prepare recommendations to maximize usability of existing on-street parking spaces; Anticipate completion in FY 2008				
Library-Florence School Shared Parking Design	10,000	0	10,000	25,000
Mission Hills-Hillcrest Library plans include 90 public parking spaces; In FY 2008, staff community work will be augmented by consulting expertise on design and feasibility issues; In FY 2009, continue needed analysis				
Hillcrest Garage Feasibility Update	0	0	0	25,000
Review feasibility of siting a public parking garage in central Hillcrest in FY 2009				
Washington Intersections @ 4th & 5th Design	20,000	0	20,000	0
Design facilities to improve pedestrian access across Washington Street from the Medical Center; Identified in Partnership's evaluation of pedestrian safety and the traffic calming study; Anticipate completion in FY 2008				
Normal St: Blaine to Lincoln [DMV project]	10,000	0	10,000	11,000
State DMV has stated its intent to redevelop its property on Normal Street, which provides an opportunity to plan additional public parking and reconstruction of the adjoining median; In FY 2009, continue analysis as needed				
Bankers Hill-Park West Streetscape Design	20,000	0	20,000	0
Develop urban design concept in conjunction with Hillcrest Mobility Plan for improved vehicle and pedestrian movement; Anticipate completion in FY 2008				
Studies to be Defined in FY 2007-08	0	0	0	71,000
Forecast assumes a roughly equivalent level of commitment to studies in FY 2009				
See 'Administration: Staffing' below for associated staff costs for Studies				
PROJECTS [Construction]	425,010	0	425,010	774,000
Fourth & Quince Improvements	25,000	0	25,000	0
Contribute matching funds to City grant application of ≈\$260,000; \$25,000 intended for flashing crosswalk; City receipt of grant controls schedule				

Program Budget FY 2007-08	FY 2008 CPD Funds	FY 2008 Other Funds	FY 2008 Program Budget	FY 2009 Studies & Projects Forecast
Washington & Goldfinch Improvements	10,000	0	10,000	0
Add funds requested by Mission Hills BID and approved by Board in 2005 to CIP for construction of traffic calming and sidewalk improvements; \$168K already transferred to CIP; Anticipate FY 2008 completion				
Washington Intersections @ 4th & 5th	0	0	0	135,000
In FY 2009, install facilities to improve pedestrian access across Washington from the Medical Center; Coordinate with results of Hillcrest Corridor Mobility Plan				
Uptown Flashing Crosswalks	80,850	0	80,850	89,000
In each FY, install pedestrian-operated flashing crosswalks at three Uptown intersections identified primarily by community input and need				
Hillcrest Intersection Improvements	24,000	0	24,000	0
Install pedestrian advance and count-down signals and ladder crosswalks at five intersections identified with assistance of Traffic Engineering; Anticipate completion in FY 2008				
Uptown Parking Investments	100,000	0	100,000	100,000
Identify opportunities to invest funds in private development to provide additional public parking; Project opportunities include: Scripps-Mercy expansion; AT&T at 635 Robinson; Village Hat Shop; St. Paul's cathedral expansion				
Uptown Multi-space Meter Installations	5,160	0	5,160	12,000
In FY 2008, install multi-space meters for new diagonal parking on San Diego Avenue and Normal Street; In FY 2009, identify other locations based on community need				
Library-Florence School Shared Parking Facilities	15,000	0	15,000	100,000
In FY 2008, fund parking lot improvements required for public use of Florence School parking lot on evenings and weekends; Contribute funding for shared parking in FY 2009				
Normal St: Blaine to Lincoln [DMV project]	0	0	0	100,000
State DMV has stated its intent to redevelop its property on Normal Street, which provides an opportunity to add public parking and reconstruct the adjoining median				
Five Points Parking and Traffic Improvements	165,000	0	165,000	0
Fund 50% of permanent curb improvements in written plan approved by City Traffic Engineering and neighborhood; Seek redevelopment funds for remaining 50%				
I-5 Freeway Underpass Improvements at Washington Street	0	0	0	88,000
Install landscape, sidewalk, and lighting improvements with Caltrans cooperation to improve access and safety between commercial area and trolley station				
Bankers Hill-Park West Improvements	0	0	0	150,000
Install traffic calming and parking improvements in conjunction with Hillcrest Mobility Plan for improved vehicle and pedestrian movement and neighborhood streetscape design				
See 'Administration: Staffing' below for associated staff costs for Projects				

Program Budget FY 2007-08	FY 2008 CPD Funds	FY 2008 Other Funds	FY 2008 Program Budget	FY 2009 Studies & Projects Forecast
COMMUNITY RELATIONS [Staff] Cf. Administration: Staffing	0	181,130	181,130	
<p>Parking Card Program Sales and Management</p> <p>Program Assistant sells cards, provides public assistance, manages card program and reseller sales; Parking card purchases are source of "Other Funds" in this budget section</p> <p>Construction Mitigation</p> <p>Executive Director works with Council offices and BIDs to alleviate public project impacts on neighborhoods</p> <p>Utility Art Box program</p> <p>Partnership staff coordinates efforts of volunteer artists and provides art supplies to paint sidewalk utility boxes; Partnership assumes maintenance of painted boxes</p> <p>Public Awareness</p> <p>Partnership staff prepares newsletter periodically for distribution to 2,200 recipients, maintains current information on website, and provides parking information to public</p> <p>Community Organizations Liaison</p> <p>Executive Director maintains close working relationships with City staff, community leaders, and political representatives and attends numerous meetings in community</p> <p>Uptown Transit Corridor Monitoring</p> <p>Staff Planner coordinates community responses to transit changes proposed by MTS three times per year</p> <p>See 'Administration: Staffing' below for associated staff costs, which are the primary expenditures for this category</p>				
CAPITAL PROJECTS FINANCING	2,373,720	0	2,373,720	
<p>Uptown Parking Projects</p> <p>Outcome of Uptown parking investments and Hillcrest garage feasibility will determine expenditure of these funds</p>				
CONTINGENCY FINANCING	15,000	0	15,000	
<p>Hillcrest Corridor Mobility Plan</p> <p>Caltrans grant for this study is premised on community involvement; Partnership is responsible for the public outreach element, which may require unforeseen expenditures (e.g., public relations consulting, mass mailings, media expenses) to ensure a sufficient level of public involvement</p>				
ADMINISTRATION: STAFFING	174,600	0	174,600	
<p>Studies: Staff compensation allocated for work on studies detailed above</p>	20,960	0	20,960	
<p>Projects Staff compensation allocated for work on projects detailed above</p>	129,210	0	129,210	

Program Budget FY 2007-08	FY 2008 CPD Funds	FY 2008 Other Funds	FY 2008 Program Budget	FY 2009 Studies & Projects Forecast
Community Relations Staff compensation allocated for work on community relations detailed above	12,200	0	12,200	
Corporate Business Staff compensation allocated for work on these programs	6,990	0	6,990	
Board & Committee Support				
Legal & Corporate Matters				
Organizational Management Staff compensation allocated for work on these programs	5,240	0	5,240	
Staff Work Planning & Assessment				
Fiscal Management				
Office Systems & Equipment Maintenance				
ADMINISTRATION: OFFICE OPERATIONS	130,720	181,130	311,850	
Rent & Utilities	34,690	0	34,690	
Insurance	11,960	0	11,960	
Parking Card and Reload Purchases	0	181,130	181,130	
Services, Supplies, Maintenance & Repairs	51,570	0	51,570	
Professional Services	32,400	0	32,400	
Estimated FY 2007-08 contract amount	3,269,060	0	3,269,060	

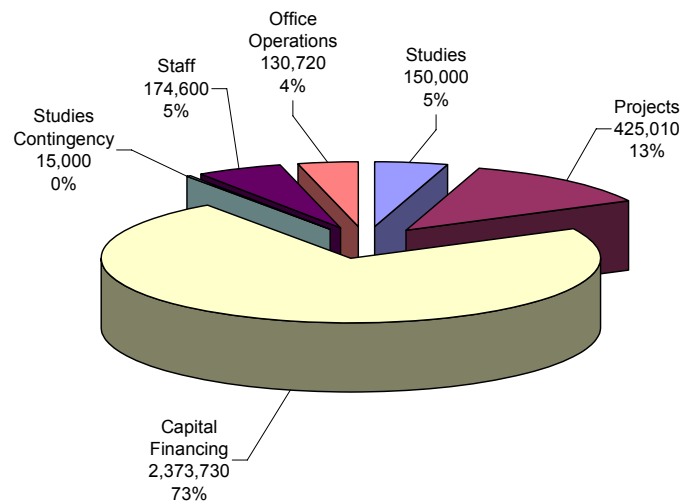
Personnel (\$174,600) as percent of program budget (\$3,269,060)

5.3%

Total administration (\$305,325) as percent of program budget (\$3,269,060)

9.3%

Program Budget FY 2007-08 w/ Capital Financing



C. OPERATING BUDGET FY 2007-08

1. OPERATING BUDGET CONTEXT

- a. The operating budget summarizes the expected income received and expenses paid in the coming fiscal year.
- b. Entries are recorded consistently with the QuickBooks chart of accounts that Uptown Partnership, Inc. has established to maintain its financial records.
- c. The operating budget assumes that income and expenses will be equal because the source of funding for Uptown Partnership, Inc. is reimbursement of expenditures under the contract to administer the Uptown Community Parking District.
- d. Net Income (\$2.37M) equals the amount of Capital Projects Financing being accrued to meet the capital costs of constructing off-street parking facilities.

2. DETAILS OF OPERATING BUDGET – *NEXT PAGE*

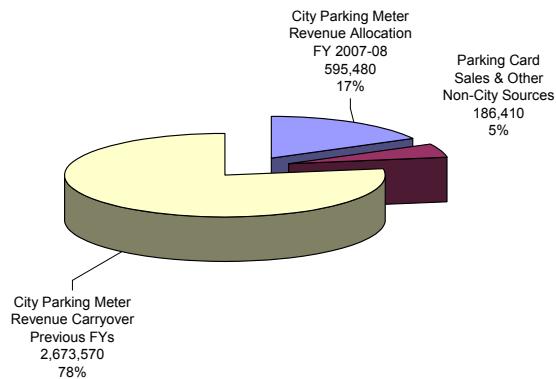
Operating Budget: Chart of Accounts	FY 2008 CPD Funds	FY 2008 Other Funds	FY 2008 Total
Ordinary Income/Expense			
Income			
4000 · CPD Parking Meter Revenue Allocation	595,480	0	595,480
4600 · Parking Card Sales Income	0	180,570	180,570
4650 · Parking Card Shipping Income	0	560	560
4675 · Other Parking Card Sales	0	70	70
4950 · Interest Income	0	500	500
4975 · Misc Income [e.g., single-time deposits]	0	4,710	4,710
Total Income	595,480	186,410	781,890
Cost of Goods Sold			
5000 · Cost of Goods Sold	0	181,130	181,130
Gross Profit	595,480	5,280	600,760
Expense †			
7015 · Bank Service Charges	80	0	80
7025 · Computer Software & Maintenance	10,140	0	10,140
7028 · Credit Card Service Charges	2,770	0	2,770
7040 · Dues and Subscriptions	540	0	540
7050 · Employee Training	550	0	550
7051 · Meetings, Conferences & Seminars	2,850	0	2,850
7060 · Equipment Rental	2,780	0	2,780
	9,490		
7071 · Employee Fiduciary Bond	420	0	420
7073 · General Liability	4,840	0	4,840
7074 · Workers Compensation	3,730	0	3,730
7075 · Directors & Officers Liability	2,970	0	2,970
7080 · Interest & Finance Charges	120	0	120
7095 · Licenses and Permits	170	0	170
7100 · Marketing and Events	770	0	770
7120 · Miscellaneous Expense	460	0	460
7130 · Office Supplies and Services	7,180	0	7,180
	8,700		
7141 · Accounting & Auditing	22,260	0	22,260
7144 · Legal [\$20K pro bono retainer w/ law firm]	0	0	0
7145 · Planning Consultants [Studies]	150,000	0	150,000
7142 · Graphics Design	17,600	0	17,600
7146 · Outside Contractors (e.g., security)	3,970	0	3,970
	21,570		
7160 · Payroll Expense	174,600	0	174,600
»7161 Director's Salary	65,100	0	65,100
»7162 Office Wages	82,980	0	82,980
»7163 Employee Benefits	11,440	0	11,440
»7164 Payroll Tax Expense	15,080	0	15,080
7170 · Postage and Shipping	4,575	0	4,575
7180 · Printing and Reproduction	6,860	0	6,860

Operating Budget: Chart of Accounts	FY 2008 CPD Funds	FY 2008 Other Funds	FY 2008 Total
Ordinary Income/Expense			
	11,435		
7190 - Rent	29,830	0	29,830
7210 - Sponsorships (e.g., City Fest)	80	0	80
7230 - Telephone	2,350	0	2,350
7253 - Mileage	240	0	240
7255 - Parking & Transportation	80	0	80
7260 - Utilities	2,510	0	2,510
Total Expense	506,520	0	455,325
Net Ordinary Income	88,960	5,280	145,440
Other Income/Expense			
Other Income			
8100 - Other Income			
CPD carryover funds	2,673,570	0	2,673,570
Total Other Income	2,673,570	0	2,673,570
Other Expense			
9000 - Projects [Construction]	425,010	0	425,010
9000 - Contingency: Hillcrest Corridor Mobility	15,000	0	15,000
Total Other Expense	440,010	0	440,010
Net Other Income	2,233,560	0	2,233,560
Net Income = Capital Projects Financing	2,322,520	5,280	2,379,000

† Expenses=110% of previous year; except compensation=105% & health insurance=115%

» Denotes an amount counted in the total for account 7160 Payroll Expense

Income by Source FY 2007-08



D. RECENT ACTIVITIES AND ACCOMPLISHMENTS IN UPTOWN CPD

1. HIGHLIGHTS

- a. Reconstruction of Normal Street in Hillcrest will add 15-17 on-street, metered parking spaces between University Avenue and Blaine Street plus landscaping and a pedestrian refuge at the south end of the median.
- b. Re-striping for parking in Five Points (Washington Street and India Street/San Diego Avenue) will add 25-28 on-street, metered spaces in a commercial and restaurant area with heavy parking demands.
- c. Partnership staff is working with City staff to install new multi-space meters at both the Normal Street and Five Points locations.
- d. Five intersections in Hillcrest will upgrade to pedestrian advance and countdown traffic signals with ladder crosswalks in FY 2006-07.
- e. A pedestrian-activated flashing crosswalk will replace the yellow pedestrian caution light at the intersection of Fifth Avenue and Spruce Street in Bankers Hill-Park West.

2. RECENT STUDIES (CONSULTANTS)

- a. Five Points Traffic & Parking
 - o Following a neighborhood workshop attended by 35 community members, the Partnership Board created an advisory group to prepare a written plan for improvements
 - o The advisory group met monthly from June 2006 through March 2007 with Partnership and City Traffic Engineering staff to produce a plan that includes a ranked list of projects, potential funding, and construction phasing
 - o City Traffic Engineering began implementing improvements to curbs, signs, crosswalks, and existing parking spaces in FY 2006-07, producing a net gain of about three parking spaces on India Street south of Washington Street
 - o With City Council approval pending, Traffic Engineering expects to add about 25 on-street, metered parking spaces on San Diego Avenue south of Washington Street in FY 2007-08
- b. Hillcrest Corridor Mobility Plan
 - o In collaboration with City, SANDAG, and RBF Consulting, the Partnership initiated public involvement for this study in March 2007
 - o Public involvement includes three community workshops, two neighborhood walk audits,
 - o Study will recommend improvements to traffic and transit in the travel corridor along Fourth, Fifth, and Sixth Avenues from Fir Street to Washington Street
 - o The origins of this work are Partnership studies of pedestrian needs (2003) and traffic calming (2005)
 - o The consultant's work will conclude in February 2008 and, if approved, the data likely will be incorporated into an update of the Uptown Community Plan
- c. Uptown Corridor Mobility Study
 - o Partnership is a sub-recipient for a grant application submitted by the City for a Caltrans Community-based Transportation Planning Grant in October 2006
 - o Partnership staff anticipates working on the public outreach elements of the study
 - o The primary objective for the Uptown Corridor Mobility Study is to achieve community consensus on the design of traffic calming measures and bicycle, parking, transit and pedestrian improvements in the principal east-west travel corridor of Uptown (Washington Street, University Avenue, and Robinson Avenue from I-5 on the west to Park Boulevard on the east)
 - o Caltrans schedule for awarding grants for FY 2007-08 is likely to be May or June 2007; Contract with grant recipients will follow

- d. Library-Florence School Joint Parking
 - o Partnership is working on a concept that involves Florence School using library parking spaces during work days, which provides income to the library and frees school property for other uses
 - o Urban design studio projects at the NewSchool of Architecture are collaborating to address this opportunity with design alternatives
 - o The first two of three quarterly presentations at the NewSchool occurred in December 2006 and the second in early March 2007; students will present final projects in June 2007
 - o In response to requests from Council Districts 2 and 3, City Real Estate Assets staff stated their intent to publicize an RFP for leasing the parking lot (about 40 spaces) at the site until library construction begins; Partnership staff will continue to assist in identifying a lessee

3. RECENT PROJECTS (CONSTRUCTION)

- a. Normal Street Median Reconstruction
 - o Partnership Board committed \$25K to a work order in July 2006 that allowed City Traffic Engineering to begin construction drawings while Council approval for the Capital Improvement Project (CIP) was pending
 - o Partnership Board added \$56,250 from contingency funds to fully fund this project after another City funding source reduced its allocation due to cost requirements of another project
 - o Project will net 15-17 additional metered parking spaces, landscape the median, provide a pedestrian refuge midway across a wide intersection, and install 4-way stop at Blaine
 - o Partnership and City staff will present this project to the neighborhood and to Uptown Planners before construction begins, which is anticipated in FY 2007-08
 - o The Partnership will address the block between Blaine Street and Lincoln Street in conjunction with the recently-announced DMV redevelopment project as it proceeds
- b. Fourth & Quince Pedestrian Improvements
 - o Staff collaborated with City Traffic Engineering staff to design a pedestrian crossing and appropriate caution signage for oncoming traffic at the intersection of Quince Street bridge and Fourth Avenue
 - o City is seeking grant of \$260K, and Partnership is contributing \$25K in matching funds for pedestrian safety features
- c. Washington-Goldfinch Improvements
 - o City has established a CIP to construct traffic calming and sidewalk improvements according to the Mission Hills plan for this area
 - o Partnership has allocated \$168K to the CIP and has approved \$10K more requested by the Mission Hills BID in 2005
 - o City expects to begin construction in August 2007
- d. Multi-space Meter Installations
 - o At the Partnership's request, the City replaced the unusable Reino meter on the 1400 block of University Avenue with a Cale pay-and-display meter (test model) of the same type used in the Downtown pilot program
 - o Partnership staff created posters and postcard-size instruction cards for the merchants on the 1400 block of University Avenue to distribute to patrons
 - o Hillcrest Association and the City requested copies of the instruction cards as well
 - o City staff has presented a favorable report on the Downtown multi-space meter pilot program using Cale equipment and likely will recommend contracting with Cale for equipment and services
 - o Partnership staff members are looking into the procedure for obtaining Cale multi-space meters for priority areas in Five Points, Normal Street, and Ft. Stockton Street that have been identified in previous studies

- e. Intersection Upgrades
 - o Five intersections in Hillcrest will upgrade to pedestrian advance and countdown traffic signals with ladder crosswalks in FY 2006-07; they are on University Avenue at Fourth and Sixth Avenues and at Park Boulevard and on Washington Street at Fourth and Fifth Avenues
 - o Two intersections in Five Points will upgrade in FY 2007-08; they are on Washington Street at India Street and at San Diego Avenue
 - o Possible upgrades in FY 2007-08 for intersections to be identified in studies underway in Bankers Hill-Park West
- f. Flashing Crosswalks
 - o Completion expected in 2007 for a pedestrian-activated flashing crosswalk at intersection of Fifth Avenue and Spruce Street in Bankers Hill-Park West
 - o Potential for installation at Fourth Avenue and Quince Street, at Quince Street Bridge, pending a SANDAG grant award to City
 - o Partnership staff will identify at least one other Uptown intersection for installation of a flashing crosswalk in FY 2007-08

4. COMMUNITY RELATIONS

- a. Parking Advisory Board
 - o The President of the Partnership's Board sits on the City Parking Advisory Board, which meets monthly to consider parking issues of citywide significance
- b. Parking Card Program
 - o Anticipate sales of \$174K worth of cards and reload time directly to public Monday-Friday in FY 2006-07
 - o Neighborhood businesses serving as satellite resellers expected to distributed \$56K of cards and reload time in FY 2006-07
- c. Web Site
 - o Staff collaborated with a professional web site designer to give the existing web site a new look and updated content
 - o The updated site, which features the people and programs of the Partnership as well as useful City parking information and links, was unveiled in November 2006
 - o The web site continues to provide online purchasing for parking cards
- d. Utility Art Box Program
 - o Program Assistant created a comprehensive Access data base for the artists, locations, and other relevant information for over 100 boxes painted to date
 - o Attention currently is focused on the assessing condition of existing boxes and determining maintenance requirements
- e. Public Awareness
 - o Executive Director presented a case study for Uptown CPD at the American Planning Association's Parking Symposium in San Diego in July 2006
 - o Staffed a booth at annual City Fest, one of San Diego's most popular street fairs; sold parking cards and answered questions about Partnership activities in community
 - o Produced newsletters for distribution to 2,200 recipients
 - o Updated newsletter distribution list in January 2007
 - o Staff responds daily to parking card purchasers who have questions and comments about parking in Uptown and Downtown
- f. Community Organizations Liaison
 - o Executive Director attends regularly-scheduled meetings of Uptown Planners, Hillcrest Association (BID), Hillcrest Town Council, Mission Hills Association (BID), Mission Hills Town Council, and Bankers Hill-Park West Community Group to update on Partnership activities

- Staff Planner attends meetings of the Friends of the Mission Hills-Hillcrest Library to provide information and coordinate decision-making on parking; Staff Planner also brings together key people for NewSchool of Architecture design project addressing library-school joint use
 - Project Planner attends bi-monthly meetings of the Downtown Parking Management Group to monitor for transferable concepts and programs
 - g. Uptown Transit Corridor Monitoring
 - Staff Planner attends three workshops per year concerning MTS transit proposals to change service in Uptown and coordinated responses to MTS by Uptown Planners, Mission Hills Association, and Hillcrest Association
 - In response to MTS proposals, Staff Planner solicits and coordinates comments from community organizations
5. CORPORATE BUSINESS
- a. Board of Directors Strategic Planning
 - Under the guidance of a professional facilitator, the Partnership Board reached a consensus in October 2006 to defer purchasing land to construct a parking garage in central Hillcrest until City financing can be assured
 - In the meantime, the Partnership will fund other projects that increase the availability of parking in Uptown
 - The Board has scheduled another strategic planning session for October 2007
 - b. Committee Structure
 - The Partnership Board will appoint an ad hoc Audit Committee to oversee its FY 2006-07 financial audit
 - Although not required, the Partnership plans to apply the guidelines of the California Nonprofit Integrity Act for financial audits in addition to the Generally Accepted Accounting Principles (GAAP) that it always has applied
6. ORGANIZATIONAL MANAGEMENT
- a. Information and Communications Systems
 - Staff inaugurated Point of Sale (POS) software and integrated it with inventory records in QuickBooks, which has eliminated inconsistencies between physical inventory counts and QuickBooks records
 - Financial records in QuickBooks have been set up on the network server so that the independent bookkeeper can access them remotely, increasing efficiency and reducing costs
 - b. Staffing and Training
 - Promoted part-time Administrative Assistant to full-time Program Assistant with responsibility to manage Parking Card program
 - Re-assigned full-time Operations Manager to Project Manager with responsibility for specified projects and studies
 - Program Assistant completed basic and intermediate Microsoft Access training
 - Executive Director completed 18 hours of training in Strategic Negotiation Skills at Pepperdine Law School's Straus Institute for Dispute Resolution in June 2006
 - Staff continued to meet regularly (2x/month) to give individual work updates, review operations, plan and coordinate activities, and share a training exercise

E. RECOMMENDATIONS FOR CONSIDERATION

In the past year, two issues have surfaced that affect some or all of the Community Parking Districts. The Partnership's Executive Director has discussed these concerns with its Board of Directors and representatives of the Community Parking Districts. Finding solutions will require a plan of action and collaboration among Community Parking Districts, City staff, the Parking Advisory Board, and the City Council. Uptown Partnership, Inc. is ready to engage these issues.

1. STANDARDIZE CITY-CPD PROCEDURES FOR INSTALLING AND REMOVING PARKING METERS
 - a. According to Council Policy 100-18, a Community Parking District (CPD) pays 45% of the installation cost for meters in new locations and a property or business owner can directly request that Traffic Engineering install new meters in front of his or her property. This situation raises several related issues.
 - b. How can CPDs help establish a consistent procedure that will involve them in this process if the property or business owner does not do so? What City policies or procedures determine how or if a CPD will be engaged in the decision-making process? CPDs likely would address the suitability of the new meters for the location, especially with respect to proximity to other metered areas, CPD plans, or related considerations.
 - c. If an installation request from a property or business owner does not conform to an existing CPD plan or project, should the CPD still be responsible for 45% of the cost? If individual requests can supersede planning, the planning process is undermined.
 - d. If the City pays only 55% and the proposed installation does not conform to a CPD plan or project, can the property or business pay the remaining 45% share? If so, how would that arrangement be made?
 - e. Conversely, City staff removes parking meters for various reasons. Sometimes it consults with the CPD, sometimes not.
 - f. How can CPDs help establish a consistent procedure for removing parking meters that involves the relevant CPD in the decision-making?
2. ADOPT CPD ENABLING ORDINANCES FOR LOCAL PARKING MANAGEMENT ISSUES
 - a. Some parking-related changes that have only a local impact require Council adoption of an ordinance under state law, for example, creating diagonal parking on a block or two of a neighborhood. In the Uptown CPD, getting approval to add diagonal parking in Five Points likely will take six or more months from the time the City staff, CPD Board, and neighborhood all agreed to take this action. This delay simply is an outcome of the current legal framework.
 - b. The ordinance requirement was problematic for the Downtown CPD when it sought to conduct a pilot program that would test varying parking rates. Changing parking rates requires a Council ordinance. The Council overcame this challenge by adopting an ordinance that enabled the Downtown CPD to change parking rates within described parameters.
 - c. This approach could be a model for the Council to adopt an enabling ordinance for CPDs to allow them to create angle parking, change parking rates to reflect market conditions, and enact similar community improvements.
 - d. The Parking Advisory Board is an appropriate body to analyze this issue and recommend a Council policy to adopt an ordinance for each CPD. Parameters for these ordinances could reflect the general similarities of all the CPDs as well as recognize the distinctions.
 - e. Such ordinances would enable the CPDs to manage their responsibilities more efficiently while maintaining Council oversight and compliance with state law.