Honorable Mayor Todd Gloria
City of San Diego
202 C Street
San Diego, CA 92101

October 24, 2025

The Honorable Mayor Todd Gloria
Honorable City Councilmembers
City of San Diego
202 C Street
San Diego, CA 92101

RE: Pacific Beach Position on Proposed Two-Year Pause of Council Policy 100-18

Dear Mayor Gloria and Honorable Councilmembers,

On behalf of Discover Pacific Beach and the Pacific Beach Community Parking District Advisory Board, I am writing to clearly communicate our position regarding the proposed two-year pause of Council Policy 100-18.

We want to make it known that Pacific Beach is reluctantly willing to accept this pause, but only on the condition that serious trust, transparency, and community inclusion issues are actively addressed and corrected in the process.

A low level of trust — and why
Pacific Beach currently holds a low level of trust in the City's handling of Community Parking Districts and meter-generated revenue, due to the following unresolved issues:

- The City has not provided utilization or revenue reports promised under the existing framework
- The City has instead shared arbitrary budget estimates with conflicting and shifting numbers
- Pacific Beach was denied the opportunity to select its own shuttle operator, despite that being an explicit allowance in CP100-18
- There has been no reliable timeline or clarity for project execution or delivery
- In City-led discussions on the current compromise, the direction felt predetermined, and the Mayor's staff made it clear that the changes were effectively a done deal

Our position on the pause
Pacific Beach agreed to the two-year pause reluctantly and only in the spirit of cooperation — under immense pressure and in what felt like a guided, closed-door conversation in which "*the pause or something worse*" was the only path presented.

We are not consenting to a pause that removes local voice or eliminates community oversight.

If the policy is paused, there must be a formal, published, immediate plan that guarantees:

- Structured, defined channels for public input before any decision is finalized
- Transparent access to real revenue and utilization reporting — not estimates
- Clear timelines and accountability for project delivery within the affected two-year period
- Proactive trust-building measures, not reactive communication after decisions are already made

Pacific Beach has always acted in good faith. Our community has earned more than a pause — we have earned partnership.
We respectfully urge this Council and the Mayor's Office to take trust repair seriously and not view this pause as permission to proceed without us, but as a moment to reset this relationship on the right terms.

We remain willing to collaborate, but we are no longer willing to be sidelined.

Respectfully,

Sunny Lee
Executive Director, Discover Pacific Beach
on behalf of the **Pacific Beach Community Parking District Advisory Board**

Cc: Council President Joe LaCava
Councilmember Stephen Whitburn
Councilmember Jennifer Campbell
Councilmember Henry Foster III
Councilmember Marni von Wilpert
Councilmember Kent Lee
Councilmember Raul Campillo
Councilmember Vivian Moreno

Councilmember Sean Elo-Rivera