February 11, 2025

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

**Subject: Parking Meter Rate Increase & Support for Community Parking Districts**

Dear Mayor Gloria,

On behalf of the Discover Pacific Beach Board and the Pacific Beach Community Parking District, we want to express our position on the recent increase in parking meter rates. While we are not enthusiastic about the increase, we understand the financial challenges facing the City and recognize that this measure is necessary to help address the budget deficit. We support the increase with the hope that it will contribute to the overall improvement of our city.

We are grateful that, for the Fiscal Year 2025 budget, Community Parking Districts (CPDs) were considered and that funding to our organizations remains intact. Our CPDs play a critical role in addressing parking and mobility issues at the local level, and we sincerely hope that the Fiscal Year 2026 budget will continue to reflect that same consideration.

In Pacific Beach, our community has only had parking meters since November 2023, and we have yet to fully assess their impact. Our Parking District was delayed for over two years, with the original installation set for June 2021. Even last year, we held off on community projects to accommodate the Beach Bug pilot. As a result, our district has not had adequate time to see the benefits of our planning efforts come to life. We hope that in the coming years, our community will be able to realize the positive effects of these initiatives.

As the Fiscal Year 2026 budget is developed, we urge you to continue prioritizing Community Parking Districts and ensure that any potential changes include input from all CPD operators. These districts are vital because they are guided by those who best understand the parking and mobility needs of their communities.

We appreciate your leadership and look forward to working together to enhance parking and mobility solutions in Pacific Beach and throughout the city. Thank you for your time and consideration.

Sincerely,

Sunny Lee
Executive Director
Discover Pacific Beach / Pacific Beach Community Parking District

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