



**SAN YSIDRO BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
MEETING MINUTES**

**Wednesday, October 16, 2024 9:30AM to 10:30AM**  
**Location: 663 E San Ysidro Blvd, San Ysidro, CA 92173**

**Advisory Committee Members to Date:** Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, Sunny Lee, and Vicky Sharma.

**Call to Order and Introductions**

Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

- Meeting was called to order at 9:35 AM.

**Attendance:**

**Members of the Public**

Alfredo Ripa  
Andres Ripa  
Carol Kang  
Cris Adame  
Gustavo Bidart  
Jennifer Goudeau  
Jim O'Callaghan  
Jose Sahagun  
Marni Wilton  
Miguel Aguirre  
Sandra Compton  
Silvana Alaniz

**City Staff**

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department  
Viridiana Quintana, Small Business Support Specialist, Economic Development Department  
Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno  
Carlos Lacarra, Community Relations Officer, San Diego Police Department  
Ahmad Erikat, Interim Parking Districts Program Manager, Sustainability & Mobility Department  
Claudia Brizuela, Senior Traffic Engineer, Sustainability & Mobility Department

**Non-Agenda Public Comment**

Public comment may be made on any non-agenda topic in the committee's area of responsibility. The Chair will call on those who wish to give public comment. (*Public comments are limited to 2 minutes per speaker.*)

- The Small Business Development Center will be hosting a workshop at El Rincon Restaurant on October 29<sup>th</sup> from 4:30-7:30pm.

**1. Community Parking District Presentation**

*Overview of the San Ysidro Community Parking District.*

Ahmad Erikat, Interim Parking Districts Program Manager, Sustainability & Mobility Department

- Ahmad Erikat and Claudia Brizuela presented on the San Ysidro Community Parking District.
- The San Ysidro Parking Study outlines additional information - [https://www.sandiego.gov/sites/default/files/san\\_ysidro\\_parking\\_study\\_final\\_o.pdf](https://www.sandiego.gov/sites/default/files/san_ysidro_parking_study_final_o.pdf)
- The group asked questions and conversation followed.
  - Funds can support items such as infrastructure improvements, wayfinding projects, cleaning services, among other services.

**2. September Meeting Minutes**

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

- The Advisory Committee will review the September meeting minutes at the next meeting.

**3. Community Relations Officer Report**

Carlos Lacarra, Community Relations Officer, San Diego Police Department

- Officer Lacarra provided an update from SDPD as it relates to the San Ysidro community.
- Officer Lacarra shared staffing transitions taking place within the department.
- Coffee with a Cop taking place October 22<sup>nd</sup> at 11:30am at the San Ysidro Library.
- Get It Done is underutilized in this community- <https://www.sandiego.gov/get-it-done>
- Issues under Cal Trans jurisdiction can also be reported- <https://csr.dot.ca.gov/>

#### 4. **Council District 8 Report**

Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno

- Giancarlo Lopez-Duran provided an update from the Office of City Councilmember Moreno.
- Council approved a resolution to declare a state of emergency in the Tijuana River Valley.
- An item regarding land use and signage will be going to committee on October 17<sup>th</sup>.
- Currently working with SDPD to address lights on bridge.
- San Ysidro Library 100-year anniversary celebration on October 12<sup>th</sup>.
- Soccer/Music Fest taking place at Cesar Solis for \$25.
- San Ysidro Townhall at the Civic Center on October 16<sup>th</sup> at 4pm.

#### 5. **Small Business Advisory Board Report**

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

- Elizabeth Studebaker provided an update from the SBAB as it relates to the San Ysidro BID Advisory Board.
- The group discussed various subcommittee topics.
- The group decided November's meeting date/time- November 20<sup>th</sup> from 9-10:30am.
  - The Advisory Committee will decide on a new meeting time starting 2025.
- SBAB voted on September 24, 2024, to appoint Jose Alfredo Ripa, Marni Levy Wilton, and Silvana Alaniz to the San Ysidro BID Advisory Committee.

#### 6. **Economic Development Department Report**

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

- Elizabeth Studebaker shared information regarding upcoming activities.
- EDD is still working with Civic Communities Partners on a technical assistance agreement. More information to come.
- The World Design Capital banners will be installed mid-October.
- The City's IT Department is hosting a Security Fundamentals workshop on October 22<sup>nd</sup>. 3-year ESET Home Security Ultimate licenses are available for the first 100 qualifying small businesses. Registration here- [https://sandiego.zoomgov.com/webinar/register/WN\\_x1C7ihCTQOmeg-oTEPOwQ#/registration](https://sandiego.zoomgov.com/webinar/register/WN_x1C7ihCTQOmeg-oTEPOwQ#/registration)

#### 7. **Adjournment**

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

- Meeting was adjourned at 10:49 AM.

\*Unfinished business shall be tabled and placed on the agenda for the next committee meeting.

**THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.** To request an alternative format or to request a sign language or oral interpreter for the meeting, please contact Economic Development Department at least five (5) working days before the meeting at (619) 236-6700 to ensure availability.

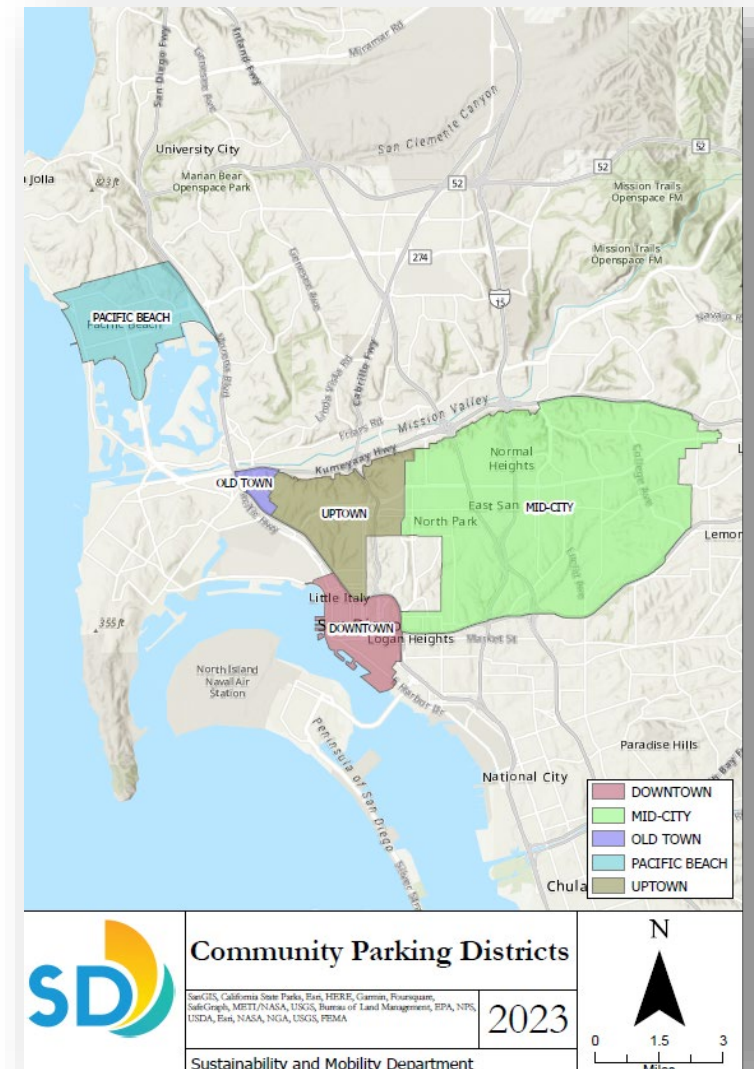
# San Ysidro Community Parking District Overview

October 16<sup>th</sup> 2024



## Community Parking Districts (CPD)

- Offer community-focused parking management strategies in adversely impacted areas
- Five (5) CPDs in the City of San Diego:
  - Downtown
  - Uptown
  - Mid City
  - Old Town
  - Pacific Beach
- Kearny Mesa CPD formation underway
- CPDs develop Annual Plan and Budgets, approved by City Council every year
- [Council Policy 100-18](#)



## CPD Initiatives



*Angled Parking Conversions & Curb Evaluations*



*Shared Parking/Valet Parking*



*Shuttle Services*



*Wayfinding Signage*



*Pedestrian Enhancements & Promenades*



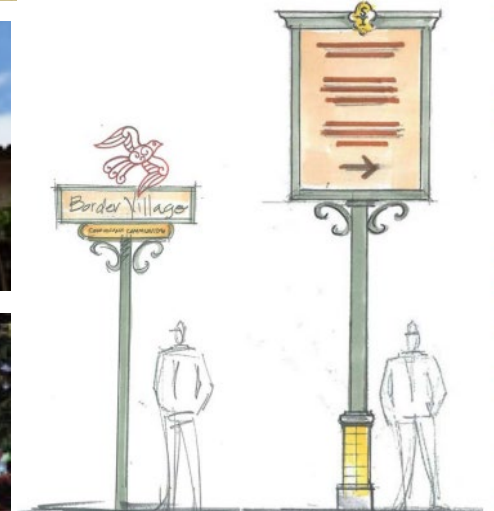
*Micromobility Infrastructure*



## San Ysidro Community Vision

*San Ysidro is a long standing community of Mexican heritage, uniquely situated along the international border. The community strives for excellence in education, greater job opportunities, diversity in housing, access to health services, and takes pride in their neighborhood identity.*

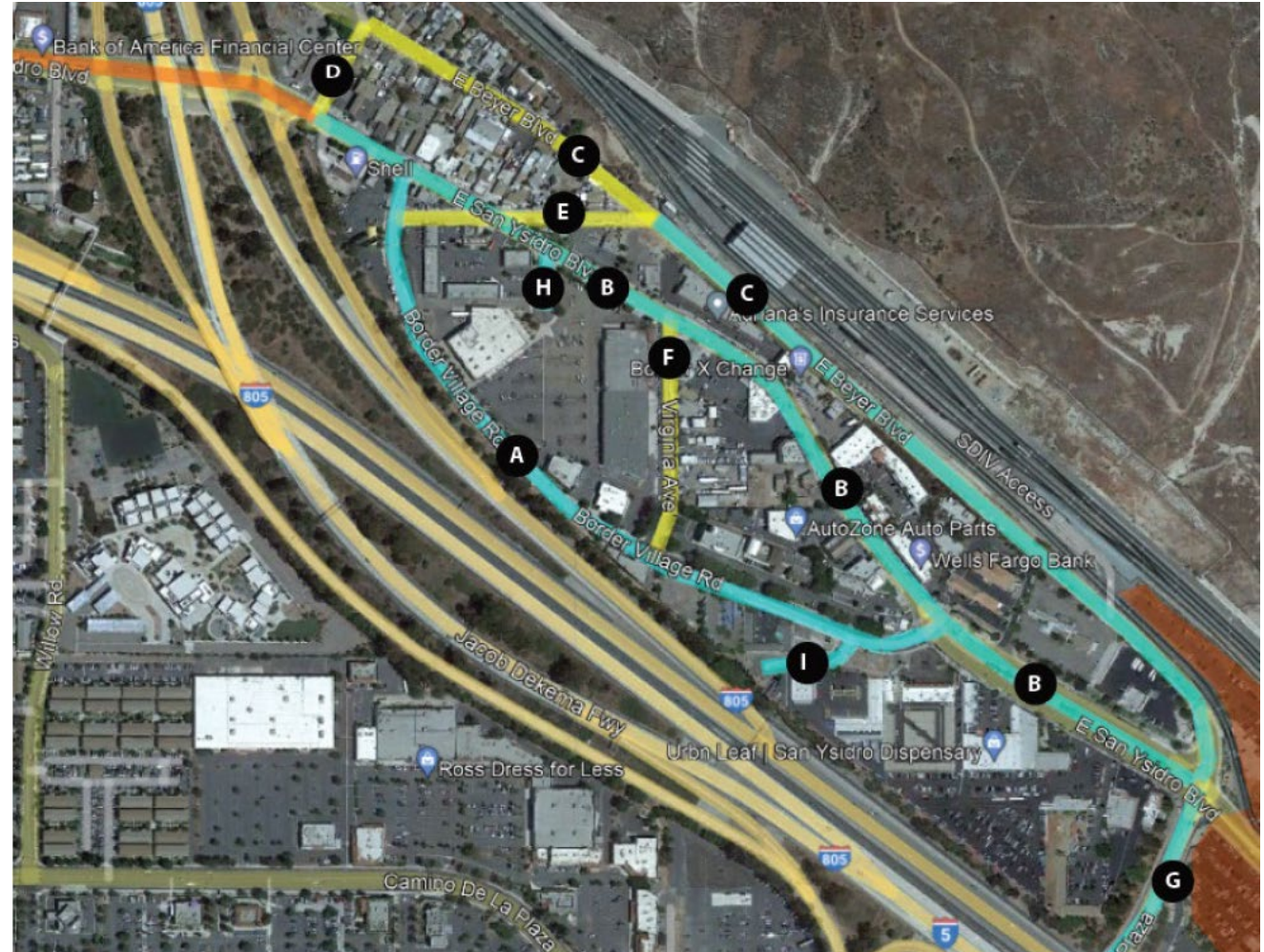
– San Ysidro Community Plan, Vision Statement



- Data Collection Conducted On-Street (8am-6pm):
  - Thursday, May 26, 2022
  - Saturday, June 4, 2022
  - Sunday, June 5, 2022
- Data Collection Conducted Off Street:
  - 24-hour period on dates above
- License Plate Recognition

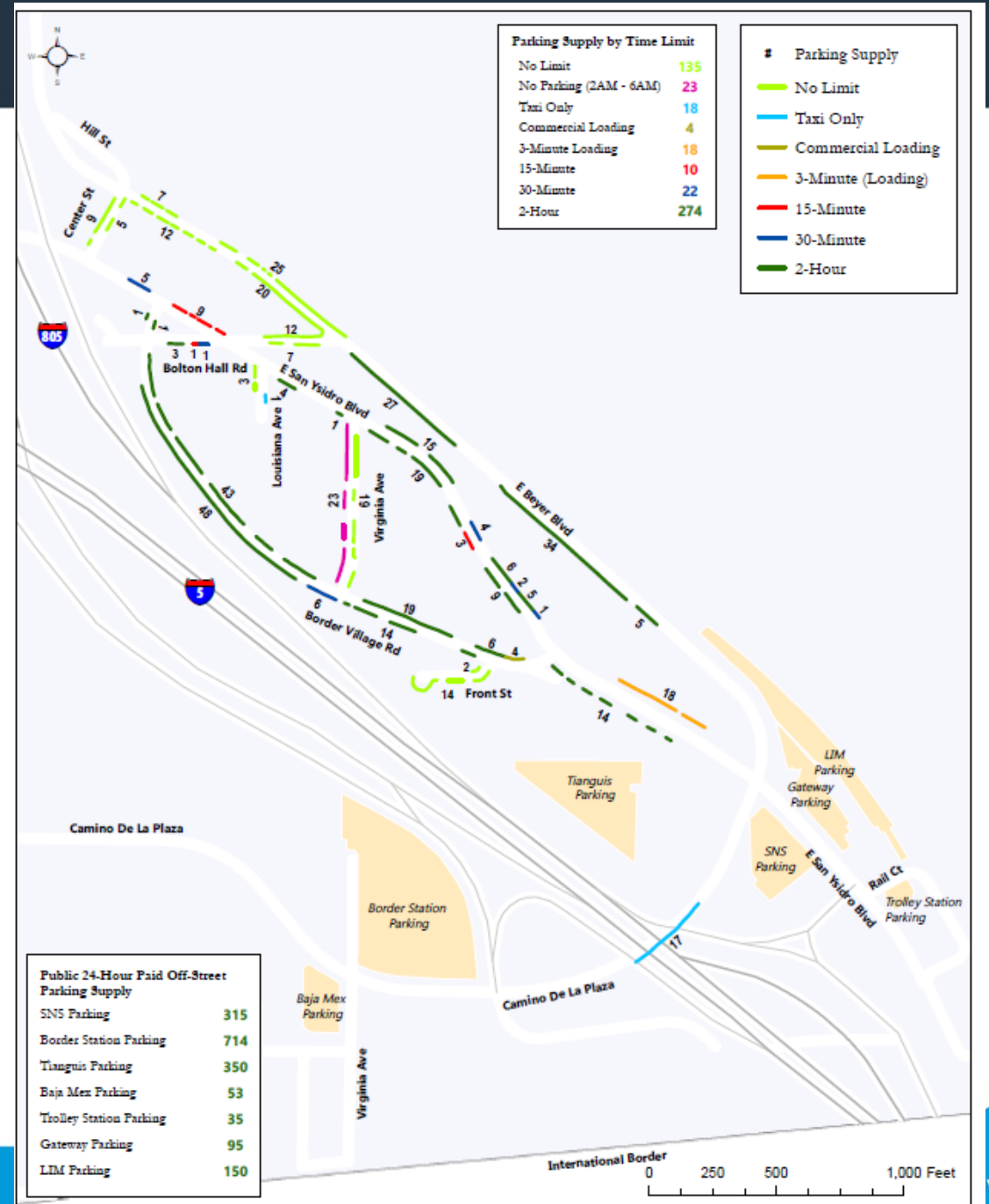


- ✓ LICENSE PLATE: pl8rec
- ✓ TYPE: Sedan
- ✓ REGION: US-CA
- ✓ DIRECTION: 90 degrees
- ✓ MAKE: BMW
- ✓ MODEL: 3 series
- ✓ COLOR: Blue
- ✓ ORIENTATION: Rear



## Existing Parking Inventory

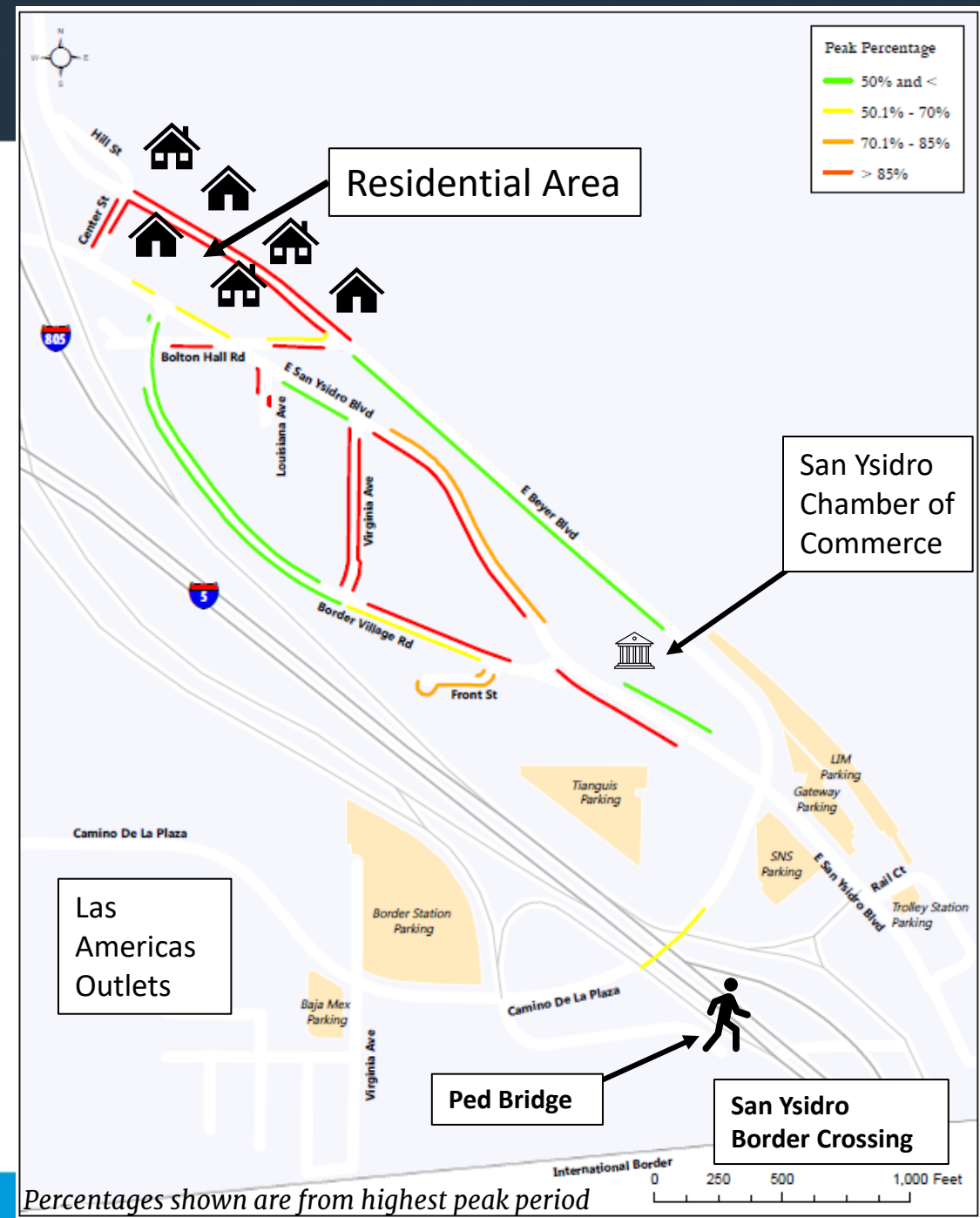
- **2,216 total parking spaces observed in parking study**
  - 504 on-street spaces (23%)
    - Includes long-term and short-term spaces (15- and 30- minute time limit, taxi only, commercial loading)
  - 1,712 off-street spaces (77%)
    - Paid parking ranged from \$6 - \$14 per hour





## On-Street Parking Occupancy - Weekend (Saturday)

- Higher percentages are observed in **early morning (8-10 am)** and **afternoon (2-4 pm)**
- **9** segments were observed with **100% occupancy** within five observed periods
- Locations with **short-term (15-30 mins) parking and taxi designated spaces** were observed to be **<50% occupied** throughout the day
- Average vehicle duration in study area: **3hrs 14 mins**



## Parking Management Recommendations

- Re-evaluate short term parking needs (15-minute, passenger loading zone, designated taxi areas)
- Improve education and enforcement
- Parking meters in areas where time limit parking is not effective
- Streetscape and pedestrian improvements
- Mobility hub amenities (secure bike parking, wayfinding, etc.)



## Timeline

- Resolution to assign Advisory Board was approved December 2023.
- Working closely with EDD to identify a non-profit entity to oversee the CPD.
- Execute operating agreement and start scoping budget and program priorities for the area.