



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Esparza

SUBJECT: SEE BELOW

DATE: 6/14/2022

Approved *Maya Esparza*

Date: 6/14/22

**SUBJECT: PARKING/TRANSPORTATION DEMAND MANAGEMENT (TDM)
ORDINANCE UPDATE POLICY DIRECTION**

RECOMMENDATION

Direct Staff to return to the Planning Commission and Council, along with the comprehensive ordinance update, with analysis on the impacts this policy change will have on overcrowded census tracts including:

- a) Outreach to community members in overcrowded census tracts
- b) Strategies to mitigate if negative impacts are found during the analysis.

BACKGROUND

I appreciate that as a City, we have a surplus of parking, and an obligation to prepare for future development that is transit-oriented. However, parking in our city is not evenly distributed throughout our communities. Many of our communities, particularly those communities that suffer from overcrowding, also face severe impacts to parking. These are our low-income communities where folks live multiple families per home to make ends meet. Often members of these families work multiple jobs at odd hours, meaning that transit is not a practical option for them—they rely on their vehicles, and already face parking challenges in their communities.

I understand the importance of moving this policy forward, but I also believe we need to ensure that we are fully reaching out and working with those communities that experience overcrowding and have understandable concerns about potential future impacts from this policy. That is why I request that when staff returns to the Planning Commission and Council with the updated ordinance, that they include an analysis of potential impacts on overcrowded census tracts, and engage overcrowded communities in this work. This effort should include engaging promotoras in neighborhoods in overcrowded areas such as Santee and Tropicana Lanai. Just today, I received an email from the Latinos United for a New America (LUNA), the nonprofit that has

been engaging with many of these communities on this policy work, requesting more time to work collaboratively with the City and communities. Without delaying implementation of this policy, we must fully understand the impacts this policy may have on overcrowded communities.

Should negative impacts be found as part of this analysis, staff should also bring forward mitigating strategies as part of the update. This action will ensure that we are proceeding with this policy change in an inclusive manner for our communities that are most impacted by parking shortages, engaging and informing those residents while ensuring that their voices are heard and concerns are addressed.