

La Jolla Village Parking Forum
September Town Council Meeting
Co-Sponsors: Town Council & Village Merchant's Association

Program Outline

La Jolla Village Parking: Separating Myths from Facts
Parking's Impact on Traffic Congestion
Results of 2021 VMA Visitor's Survey (currently in process)
The Four "M's" of Parking Solutions

- Motivation: Creating incentives to motivate off-street parking
- Merchants: Diminish/discourage employee and long-term on-street parking & hopping from one on-street short-term spot to another
- Marketing: Communication plan to direct drivers toward ample off-street parking inventory
- Meters: The cost of free vs. paid on-street parking

Next Steps to improve LJ Village parking situation

Moderator: Brad Elsass, VMA pro-bono parking consultant

The La Jolla CPA has been asked to join this forum as a Co-Sponsor

Other invited Co-sponsors include:

- Traffic & Transportation
- LJ Village PDO Review Committee
- LJ Village Visioning Committee

Motion: To join the Town Council Forum on Village parking as a Co-sponsor