

# MEMORANDUM

To: Michael Trimble, Gaslamp Quarter Association

From: Civic Enterprise Associates LLC

Date: December 31, 2015

Re: **Universal Valet Feasibility Study  
Progress Report #1**

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## A. SUMMARY

Civic Enterprise Associates has begun analyzing the feasibility of a universal valet program in the Gaslamp Quarter. Detailed below is our progress in compiling basic information about the Gaslamp Quarter's parking resources, including off-street parking facilities and valet parking locations; beginning outreach, including meetings with GQA staff and subcommittees, and developing electronic stakeholder surveys; and evaluating the City of San Diego's valet parking regulatory framework.

## B. ACTIVITIES

1. **Parking Inventory.** We have begun developing a preliminary inventory of off-street parking facilities that might support valet parking operations, which includes locations, parking operators, capacity and other information.
2. **Inventory of Valet Parking Locations.** We have contacted Ace Parking and LAZ Parking, the primary parking operators in the Gaslamp Quarter. They have agreed to provide information regarding their operations, but will be unable to do so until early January 2016. In the meantime, we have begun developing a valet parking database from information available from parking-related websites, such as ParkMe.com and bestparking.com.
3. **Stakeholder Surveys.** We have drafted two electronic surveys. The first is aimed at property and business owners to obtain information about their existing parking arrangements, including valet parking, as well as their parking needs for customers and employees. The second survey is aimed at customers of Gaslamp Quarter businesses, to obtain information about how they park currently, as well as preferences for various parking options, including universal valet. Links to draft surveys:

<https://www.surveymonkey.com/r/GaslampQuarterBusinesses>

<https://www.surveymonkey.com/r/GaslampQuarterCustomers>

4. **Outreach.** On December 3, 2015, we met with Michael Trimble and Alex Ward to discuss the feasibility study, On December 15, 2015, we met with members of the Gaslamp Quarter Association's Placemaking Subcommittee.
5. **Evaluation of Regulatory Framework.** We have begun our analysis of provisions of the San Diego Municipal Code and other regulations that govern valet parking operations, and conducted a telephonic meeting with Joe Jimenez of the Economic Development Department.

If you have any questions, feel free to contact Mott Smith at 213.403.0170, or Jeff Jacobberger at 323.646.3308.

