# CITY OF POMONA
# VEHICLE PARKING DISTRICT
# BOARD OF PARKING PLACE COMMISSIONERS

---

## STAFF REPORT

---

September 10, 2020                                                                                     Agenda No: 09-10-06

To:                    Honorable Chairperson and Members of the Board of Parking Place Commissioners

From:               Kirk Pelser, Deputy City Manager

Submitted By:    Joaquin Wong, Senior Project Manager

**SUBJECT:**      **TEMPORARY UTILIZATION OF VEHICLE PARKING DISTRICT (VPD) PARKING LOTS TO CONDUCT OUTDOOR DOWNTOWN BUSINESS PERSUANT TO "ACTIVATE POMONA"**


**RECOMMENDATION:**

It is recommended that the Vehicle Parking District (VPD) Board of Parking Place Commissioners receive and file the above subject report.


**EXECUTIVE SUMMARY:**

Due to the on-going pandemic many Downtown business cannot operate indoors, as such on June 29, 2020 the City Council implemented an emergency measure by adopted Resolution 2020-102 kicking off a pilot program ("Activate Pomona") allowing Pomona businesses to operate outdoors on VPD parking lots until December 31, 2020.  Assisting local business in this manner will help the already negatively impacted economy. No revenues will be received from the outdoor use of the lots in order to promote and sustain Downtown business.


**FISCAL IMPACT:**

The fiscal impact is unknown at this time. Moreover, the economic benefits of this program will out-weigh potential lost revenues.


**DISCUSSION:**

Current VPD parking is very low.  The lack of activity in the Downtown, sheltering in place, and on-line learning has reduced the need for parking.  The majority of the parking lots are less than half full.  To

facilitate economic recovery and increase Downtown attendance the City Council adopted "Activate Pomona" All businesses desiring to participate in this temporary program must submit an application to the Planning Department, The Planning Department will review submissions for appropriateness and coordinate with VPD staff to assure that parking activities do not negatively affect existing parking needs.

Prepared by:

_____

Joaquin Wong
Senior Project Manager