



The City of San Diego

Staff Report

DATE ISSUED: March 13, 2026

TO: City Council

FROM: Council District 7

SUBJECT: Initial Consideration of a Proposed Ballot Measure for the November 2026 Election to Establish Free Parking at City of San Diego Beaches and Bays

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Council District(s): Citywide

OVERVIEW:

Council Policy 000-21 establishes procedures for the submittal of ballot proposals to the City Council by members of the public, Councilmembers, the Mayor, or mayoral departments, independent department directors, or a public agency. The procedures are intended to provide sufficient time for consideration of proposals by the Rules Committee, or another Committee designated by the Council President, prior to consideration by the Council. The procedures are also intended to provide City staff with sufficient time to prepare ballot language and necessary legal analysis

PROPOSED ACTIONS:

This item is the initial discussion of a proposed ballot measure that was submitted in compliance with Council Policy 000-21. The Committee will consider the proposal and determine if the proposal will advance to a second Committee discussion for further consideration

DISCUSSION OF ITEM:

The City of San Diego maintains an extensive network of public beaches, bays, and shoreline parks that provide recreational, environmental, and economic benefits to residents and visitors. Ensuring equitable public access to these coastal resources remains an important component of the City's commitment to maintaining a high quality of life for San Diegans.

Access to the City's beaches and bays is supported in part by a system of parking lots that allow residents and visitors to reach these public spaces. Currently, the City does not charge for parking in beach and bay parking lots that it owns and operates. These publicly accessible lots help facilitate access to coastal recreation and support the continued enjoyment of San Diego's shoreline amenities.

The proposed ballot measure would add a new section to the San Diego Municipal Code establishing that parking in City-owned beach and bay parking lots shall remain free of charge. The measure would not apply to existing parking meters or other paid parking programs elsewhere in the City. Codifying this policy in the Municipal Code would help preserve access to beaches and bays for residents and visitors while maintaining the City's longstanding practice of providing free parking in these coastal lots.

City of San Diego Strategic Plan:

- Protect & Enrich Every Neighborhood
- Foster Regional Prosperity

Fiscal Considerations:

There is a cost associated with placing measures on the ballot, which will be addressed when individual measures are considered by the City Council. The City Clerk can advise on this matter at the time measures are before the City Council.

Charter Section 225 Disclosure of Business Interests:

N/A; there is no contract associated with this action.

City Strategic Plan Goal(s)/Objective(s): N/A

Environmental Impact: This activity is not a project pursuant to CEQA Guidelines Section 15378(b)(5), as it is an organizational or administrative activity of government that will not result in direct or reasonably foreseeable indirect physical changes in the environment. As such, this activity is not subject to CEQA pursuant to CEQA Guidelines Section 15060(c)(3).

Climate Action Plan Implementation: N/A

Equal Opportunity Contracting Information (if applicable): N/A

Previous Council and/or Committee Actions: N/A

Planning Commission Action: N/A

Key Stakeholders and Community Outreach Efforts: N/A

Vic Vettiyil _____

Deputy Chief of Staff