



**UPTOWN COMMUNITY PARKING DISTRICT
Board of Directors Meeting Minutes DRAFT**

July 11, 2016; 5:00 PM – 6:30 PM
Joyce Beers Community Center – The HUB
3900 Vermont Street San Diego, CA 92103

Board Attendees: Doug Scott, Natalie Villegas, Susan McNeil Schreyer, Char Lou Benedict, Tim Gahagan, Roy Dahl, Ben Nicholls, Cecelia Moreno, Selina Stockley

Board Excused Absences: Bruce Reeves, Roy McMakin, Megan Garth, Chris Shaw

Staff: Elizabeth Hannon, Danielle Oloko

Public: Nancy Moors, Bill Smith, Bill Keller, Tami Daiber, Joe Jimenez, Ann Garwood, Adriana Martinez, Bob Martynec

1. Establishment of Quorum, Call to Order and Introductions *Char Lou Benedict*

2. President’s Report

- Both Bankers Hill and Mission Hills parking committees are dark in August
- C. Benedict encourages positive and respectful communication to enhance our collaborative work.

3. Non-Agenda Public Comment - None

4. Consent Agenda, items A-B (Action Items)

- A. Approval of Minutes –June 2016
- B. June 2016 Financials

Motion: “To move the consent agenda”. (B. Nicholls, R. Dahl). Motion Passes: 6-0-2 abstentions, C. Benedict, C. Moreno.

5. State of the District (Information Item) *Elizabeth Hannon, COO*

Selina Stockley arrives

- E. Hannon presented highlights of UCPD’s, accomplishments over the past three years, current organizational structure, and issues that have left members frustrated along with strengths and weaknesses. The Executive Committee has recommended forming ad-hoc committee to explore alternative structure(s), staffing and board development ideas.
- Volunteers for the ad-hoc committee include S. Stockley, C. Moreno. S. McNeil Schreyer, D. Scott, B. Reeves and R. Dahl (Chairman).

6. Hillcrest Marketing Campaign Expense (Action Item)

Danielle Oloko, Staff

- D. Oloko highlighted marketing objectives and tactics for Access Hillcrest using multiple modes of interaction with the community
 - She gave examples of existing and draft content to be used for Access Hillcrest
 - D. Scott commented that our marketing should include more imagery of bicycles and that we should make these marketing considerations with the residents in mind
 - C. Moreno requests a line item budget and what measurable outcome should be for the campaign
 - B. Nicholls requested the committee should look at ways to measure the effectiveness of the campaign.
- **Motion:** “Approve funding allocation up to \$50k until December, with management oversight via a marketing committee (open to the public) that focuses on serving the retail and restaurant customer groups. The committee should look at ways to measure the effectiveness of the campaign.” (B. Nicholls, R. Dahl). *Motion passed: 8-0-1, C. Benedict.*

7. Comprehensive Parking Management Strategies (Information Item)

Elizabeth

- E. Hannon continues her presentation with an overview of recent data analysis and parking strategies being explored including new meter locations and enhancements, parking meter enforcement hours, progressive pricing, way-finding signage, angled parking, parking lots and structures.
- T. Gahagan suggested that we have a larger conversation with the community to address the progressive pricing at the meters to avoid backlash. B. Nicholls is also concerned that raising the prices will experience public backlash. C. Benedict pointed out that only the 3rd hour and beyond will be raised, to encourage turnover, yet allow longer stays.
- T. Daiber requested the UCPD obtain and review data from other similar communities.
- E. Hannon suggested that Bankers Hill committee is continuing to explore this idea to charge a lower price for the first two hours then increasing rates every one-two hours after that to encourage turnover, but allow those who are not price conscience to stay at the meters longer.

8. Hillcrest Committee Motion to Shift Meter Hours (Action Item) Cecelia Moreno, Vice-chair

Due to low on-street parking occupancy during the morning hours and occupancy greater than 85% at and after 4 PM, recommendation to conduct a pilot project shifting enforcement hours (from 8 AM – 6 PM) to 10 AM – 8 PM.

Selina Stockley had to leave the meeting

- R. Dahl questioned calling the program a “pilot”. J. Jimenez mentioned that this “pilot program” was very successful downtown. It is a temporary program that will be implemented regardless of the word “pilot”. E.Hannon mentioned that calling it a pilot allows you to reverse the policy more easily if it doesn’t work. T. Gahagan requested results of Downtown’s pilot project(s)
- Meter enforcement staff will work later to accommodate the new hours.

- J. Jimenez added that the parking district is allowed to implement these changes advising that extensive outreach (to public and Uptown Planners) is highly recommended.

- **Motion:** *“To shift the meter hour enforcement to 10am to 8pm throughout Hillcrest.” (C. Moreno, B. Nicholls). Motion Passes: 6-0-2 D. Scott, C. Benedict)*

9. Hillcrest Parking Committee Motion to Purchase

GEM Electric Passenger Vehicles and RFP for Shuttle Service

Cecelia

- B. Nicholls notes that this motion by the Hillcrest committee was created to mirror a similar project downtown. UCPD wouldn't truly purchase or own cars, the City would own them.
- S. McNeil Schreyer asks if UCPD has considered leasing over purchasing the cars. E. Hannon notes that recently a quote for leasing the vehicles was \$1,600 per month while purchase price is around \$25,000 per vehicle including seat belts, safety doors and holders designed for advertising/branding.
- **Motion:** *“Approve funding for two (multi passenger EV vehicles), not to exceed \$100,000 and staff to process request for bids for management of operation of the vehicles with specific contract approval to come back to the board.” (C. Moreno, B. Nicholls). Motion Passes (7-0-1, C. Benedict)*

10. Staff Updates (Information Items)

Elizabeth

- E. Hannon quickly reviewed FY16 Current Projects and Priorities & Other Updates, highlighting tasks completed since the previous board meeting and asking members to review and provide input on the 50+ projects being managed by staff.
- **District-wide Way-finding Project Stakeholder Group**
Development of stakeholder group with wide-representation from each neighborhood to meet with consultant and review locations, design and scope of signage project needs to be established – no time for larger discussion on this item

City Report (Information Items)

Joe Jimenez, City Traffic Engineer

- J. Jimenez is working with SANDAG to create the notification letters for the angled parking in Bankers Hill. B. Nicholls questioned the timing and who will be handling these notices. J. Jimenez intends to set up a meeting with SANDAG and UCPD (Elizabeth) to review prior to SANDAG creating the maps, notification letters and mailing out to residents on each block.
- S. McNeil Schreyer asked about the traffic study for meter implementation on Washington and the reduction of red curb near the new hydrant on Washington. J. Jimenez informed her that the study is being conducted by a contractor for the City with results TBA, likely August. He advised her that she may contact the City person (S. Celner) for the red curb reduction to learn more about his stance on the hydrant space.

Adjournment – 6:45 PM
UCPD's next meeting is Monday, July 11, 2016 at 5:00 PM
Joyce Beers Community Center at the HUB in Hillcrest
Transcribed and drafted by Danielle Oloko