



HILLCREST PARKING COMMITTEE

Meeting Minutes

Thursday, August 27, 2015 at 5:00 p.m.

Hillcrest Business Association

3737 Fifth Avenue #202

San Diego, CA 92103

Board attendees: Roy Dahl, Tim Gahagan, Bruce Reeves, Ben Nicholls, Jared Svendsen, Cecelia Moreno

Staff: Elizabeth Hannon, Ben Verdugo

1. Establishment of Quorum, Call to Order, and Introductions

- R. Dahl called the meeting to order at 5:00p.m. A quorum was established and the group introduced themselves.

2. Non- Agenda Public Comment

- T. Gahagan and E. Hannon met with the potential developer of the Pernicano's property about the future development of the lot.

3. Approval of Minutes

- **Motion:** "To approve the July HPC Minutes". (B. Nicholls) Motion passes (T. Gahagan abstained)

4. Park Hillcrest Marketing (Information Item)

- E. Hannon provided an update regarding the Access Hillcrest marketing campaign. Ridership has increased 40% on Friday and Saturday nights and has increased 25% on Sundays. The Lunch Loop is averaging 50 riders per day.
- Facebook organic likes are up 40% from 501 on July 1st to 824 as of August 27th.
- New website is currently going through design modifications and will be available as a mobile website as well.

5. Free Ride Marketing and Service Pilot (Potential Action Item)

- E. Hannon discussed the recent pilot with Free Ride from August 7-10 which had the following ridership numbers; Friday-73, Saturday-87, Sunday-253, Monday-67. E. Hannon said that staff is exploring the possibility of running the smaller shuttles instead of Old Town Trolley.
- Staff is exploring the option of purchasing vehicles as well.

6. City Traffic Engineer Updates (Information Item)

- B. Verdugo reported on the following update:
 - J. Jimenez diagramed Essex from Vermont to Richmond there is a potential of 15 gains if the street was converted to head-in parking. J. Jimenez will have cost estimates of bulbouts in September as well as diagrams from 10th to Vermont.

7. Curb Survey 2.0 (Information Item)

- B. Verdugo provided curb color changes and curb cuts that still need to be reviewed by J. Jimenez. These are in addition to all the angled/head-in opportunities.

8. FY16 Project Priorities

- Staff presented the FY16 project worksheet which will help guide workflow for the current year. The committee graded priorities as follows:

1. ON-STREET PARKING EVALUATIONS & IMPLEMENTATION*
PRIORITY A FY16 BUDGET \$211,00
2. TIME LIMITED PARKING* - Manage Demand
PRIORITY C FY16 BUDGET \$5,000
3. MODIFY ENFORCEMENT HOURS & RATES* - Manage Demand
PRIORITY C FY16 BUDGET \$5,000
4. OFF STREET PARKING AVAILABILITY
PRIORITY A/B FY16 BUDGET\$900,000
5. VALIDATION PROGRAM
PRIORITY B FY16 BUDGET \$50,000
6. VALET PROGRAM(S)
PRIORITY B FY16 BUDGET\$50,000
7. EMPLOYEE PARKING SOLUTIONS
PRIORITY C FY16 BUDGET \$100,000
8. RESIDENTIAL PERMIT PROGRAMS*
PRIORITY D FY16 BUDGET \$25,000
9. NEW METERS & TECHNOLOGY
PRIORITY C FY16 BUDGET\$62,000
10. WAY-FINDING SYSTEM
PRIORITY A FY16 BUDGET \$100,000
11. PARKING AVAILABILITY & MOBILE APP GUIDANCE
PRIORITY A/B FY16 BUDGET\$100,000
12. SPECIAL EVENT PARKING & TRAFFIC FLOW
PRIORITY D FY16 BUDGET \$20,000
13. COMMUNITY PARKING SHUTTLES
PRIORITY A FY16 BUDGET \$240,000
14. PEDESTRIAN IMPROVEMENTS
PRIORITY A FY16 BUDGET \$300,000
15. SMART CAR INFRASTRUCTURE
PRIORITY D FY16 BUDGET \$20,000
16. BICYCLE PARKING & SHARE PROGRAMS
PRIORITY C FY16 BUDGET \$20,000
17. EXTRAORDINARY MAINTENANCE
PRIORITY A FY16 BUDGET \$300,000
18. CURB and SIDEWALK PAINTING & REPAIR
PRIORITY A FY16 BUDGET \$200,000
19. COMMUNICATIONS
PRIORITY A FY16 BUDGET \$132,496

9. Staff Updates (Information Item)

- B. Verdugo reported of a recent application to install one blue zone at 3590 Front Street (Apartments located just south of Brookes, west side of street). Surrounding

- area is residential with many SFR's in the area so he suggested approving since it is in a residential zone. The committee agreed.
- MTS is requesting to remove one metered parking space on Fifth Avenue to lengthen an existing bus zone. This is because multiple buses are currently using this stop and sometimes busses extend into the intersection (Evans). Also MTS will be deploying articulated buses soon and will need the extra space since they are 60' long. The committee said not to agree to the removal of a metered space unless a new space can be added. There is a Taxi zone on 6th that is not utilized and staff will follow up with J. Jimenez about putting a meter there.
 - **Motion:** "To add a metered space at an existing cab zone on Sixth Avenue". (B. Nicholls) Motion passes
 - J. Jimenez was sent a striping plan for Upas between 4th and 6th Avenue. Anytime the City resurfaces a street, they have to adhere to ADA standards of providing enough blue zones when they restripe. Because of the adjacent hatch marks next to each handicapped space, the segment will lose 3 spaces per the plans (existing 23, proposed 20). After reviewing the plans, Joe recommended that the ADA spaces get installed at the end of each block where existing red is which will likely preserve parking. He is waiting to hear back if they will agree with his suggestions but he hopes to staff before the next HPC meeting.

Adjournment – 6:15 p.m.

Next Meeting Date, Time and Location:

Hillcrest Parking Committee's next meeting is Thursday, September 24, 2015 at 5:00 p.m. at the Hillcrest Business Association office. Transcribed and drafted by Ben Verdugo