



## HILLCREST PARKING COMMITTEE

### Meeting Minutes

Wednesday, February 18, 2016 – 5:00pm

UCPD Office

2720 Fifth Ave

San Diego, CA 92103

Committee attendees: Roy Dahl, Tim Gahagan, Bruce Reeves, Cecelia Moreno, Benjamin Nicholls, Chris Shaw, Paul Smith

Staff: Elizabeth Hannon, Ben Verdugo

City Staff: Joe Jimenez

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

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

#### 2. Approval of Minutes

- **Motion:** "To approve the January HPC Minutes". (R. Dahl, T.Gahagan) Motion passes 5-0-1, C.Shaw abstained

#### 3. Access Hillcrest Marketing (Information Item)

- E. Hannon presented updated marketing collateral for the Access Hillcrest Marketing campaign. Posters and post cards were presented and R. Dahl suggested that landmarks and business decals should be placed on the maps as reference points.
- B. Reeves added that this is the first run of posters and suggestions can be added to the next run of posters.
- E. Hannon said that the HBA interns will be distributing the posters.
- T. Gahagan asked if the information on the maps are also on the website, and E. Hannon confirmed yes.
- Because of increased marketing efforts, E. Hannon discussed adding personnel to manage some projects including but not limited to marketing, public outreach and administrative duties on a part time basis. Because of the new employee, staff suggests moving into a new office space in the same building at an extra \$2,400/year.
- T. Gahagan suggested having metrics for employee performance in order to substantiate hiring another employee.
- **Motion:** "To hire a part-time employee to accomplish Hillcrest marketing and overhead tasks and to move into a larger office space to accommodate the new employee not to exceed \$30,000/year. The total amount includes an office rental increase of \$2,400/year. Staff will also produce a new job description for the marketing/overhead employee and will establish metrics for all employees of the UCPD". (R. Dahl, C. Moreno) Motion passes, 6-0-0

#### 4. Operations Manager Update (Action Item)

- B. Verdugo presented diagrams on Essex that showed reduced bulb-outs on Richmond and Vermont and also showed ADA pedestrian ramps on 10<sup>th</sup>. Approximate costs are \$171,000 for three bulb-outs and two pedestrian ramps.

- R. Dahl said that he felt that the bulb outs are not worth the expense due to the reduced size, but would like to see crosswalks.
- C. Moreno disagreed and said that because of the parking gains, the project is worth continuing.
- B. Verdugo also reported that there are four new parking spaces gained on the corner of Cleveland and Richmond. Red curbs were reduced to accommodate the gains.
- **Motion:** “To direct staff to get updated diagrams of bulb outs and parking gains as well as hard costs for the improvements on Essex”. (R. Dahl, C. Moreno) Motion passes 6-1-0. Nay vote, T. Gahagan
- B. Verdugo measured and submitted Hillcrest curb assessments to J. Jimenez who will share with Streets Division. Streets Division is currently backlogged with concrete work and will review the list after they are done. There are 1000 feet of curbs that need to be replaced.

#### **5. Park Hillcrest Shuttle Service (Action Item)**

- Old Town Trolley will continue to operate on Sundays at a rate of \$125/hour.
- E. Hannon reported to conduct a pilot of the Lunch Loop utilizing the Free Ride shuttles. She added that the cost for one week plus two Sundays of operation would be \$4,400.
- C. Shaw’s vehicles would be significantly lower at \$15/hour for driver cost, but E. Hannon suggested that insurance on the vehicles would be high because of the liability.
- **Motion:** To run the pilot program with either Chris Shaw's or Free Ride's vehicles with an amount not to exceed \$4500. (C. Moreno, B. Reeves) Motion passes 6-0-1 (C. Shaw abstained)

#### **6. SANDAG Bike-way Project Update (Information Item)**

- E. Hannon presented the parking loss counts for Hillcrest which doesn’t include the east side of Hillcrest. Only 4th and 5th were included.

#### **7. FY17 Budget & Action Plan (Information Item)**

- E. Hannon presented the budget packet for review. The committee recommended the following changes:
  - Take money out of transit stops and put half into Valet and the other half into Validation.
- **Motion:** To approve the budget as is with the exception of removing money out of Transit Stops and divide equally between Valet and Validation. (R. Dahl, T. Gahagan) Motion passes 7-0-0

**Adjournment – 6:30 p.m.**

**Next Meeting Date, Time and Location:**

Hillcrest Parking Committee’s next meeting is Thursday, March 24, 2016 at 5:00 p.m. at the Hillcrest Business Association office. Transcribed and drafted by Ben Verdugo