



HILLCREST PARKING COMMITTEE

Meeting Minutes

Wednesday, March 24, 2016 – 3:00pm

HBA Office

3737 Fifth Avenue

San Diego, CA 92103

Committee attendees: Roy Dahl, Tim Gahagan, Bruce Reeves, Cecelia Moreno, Benjamin Nicholls, Chris Shaw, Char-Lou Benedict, Jared Svendsen, Tim Gahagan

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. Non-agenda Public Comment

- C. Moreno proposed using UCPD funds to pay parking validations for customers who frequent Hillcrest businesses. The Hillcrest businesses could pay for marketing the validations as a participant. E. Hannon said that funds can be used to staff parking ambassadors that could be stationed at high-frequency lots. She added that she will check in with the City for acceptable use of funds.
- B. Nicholls said that he would like the HPC to pursue a wayfinding program and ask vendors attend and present at an upcoming meeting.

3. Approval of Minutes

- **Motion:** “To approve the February HPC Minutes”. (R. Dahl, B. Nicholls) Motion passes 5-0-0

4. Marketing/Administrative Staff Person (Information Item)

- E. Hannon reported that she will be advertising the job posting soon and will hopefully interview candidates in April.
- B. Nichols recommended that E. Hannon include a description of what the UCPD does on the job posting.

5. Free Ride Pilot (Action Item)

- E. Hannon reported that the Lunch Loop pilot is scheduled to start the week of March 28 through April 1st. UCSD will flier all the cars in the parking structures to get the word out on Monday.
- The committee discussed continuing with Free Ride on a month-to-month basis until staff can develop a RFP for long term shuttles.
- **Motion:** “To continue month to month with Free Ride in May at a rate not to exceed \$7,000/month. Staff will concurrently develop a RFP for shuttle services”. (R. Dahl, B. Nicholls) Motion passes 6-0-1, 1 abstention (T. Gahagan)

6. Operations Manager Update (Information Item)

- B. Verdugo reported that the curb assessments have been initially reviewed by Streets Division, and they will be developing a work plan which will also include curb cuts. Streets will have a meeting with J. Jimenez in April, and E. Hannon asked that B. Verdugo attend as well.
- B. Verdugo presented potential meter installations on University between 10th and Park (north side) and on 7th between Robinson and University (east side). The City will be performing duration studies which will most likely necessitate the installation of meters which will likely happen between 60-90 days.
- B. Nicholls requested that the marketing committee meet to discuss how to message the potential installation of meters.

7. Other Projects Updates (Information)

- E. Hannon presented meter data from Seattle Department of Transportation which showed meter utilization by neighborhood and pricing/time proposals based on utilization. She felt that the UCPD could undertake a similar process. E. Hannon also provided hourly meter data on University and Fifth Avenues to give the committee an idea about data that staff currently reviews. The committee also reviewed a utilization map in Bankers Hill.
- The committee discussed establishing zones which would have varying hours of enforcement based on the needs of businesses. C. Shaw and C. Moreno were in favor of establishing 8am-8pm zones in heavier commercial areas. T. Gahagan said that 10am-8pm would be a much easier sell than 8am-8pm.

8. Greenway – Normal Street Median (Information Item)

- B. Nicholls said the Greenway demonstration project will start on May 12th which will close Normal Street. The park space will be mocked up, resembling the future proposed public space. There will be a net increase of parking due to the reconfiguration.
- B. Nicholls said that there is a design group who are refining the design of the space made up of local urban designers.

9. SANDAG Bike-way Project Update (Action Item)

- HPC committee reviewed the parking loss counts on 4th and 5th.
- **Motion:** “Due to parking losses and high utilization rates, HPC recommends that the protected bike path will not be installed on 4th and 5th between Robinson and Washington.” (C. Shaw, R. Dahl) Motion passes 5-0-1, 1 abstention (T. Gahagan)
- E. Hannon presented a map of potential parking gains in east Hillcrest on 10th, Cleveland, Essex and Vermont. Staff estimated that there will be approximately 46 gains. SANDAG has yet to unveil plans for parking reconfigurations in east Hillcrest.
- Staff will work on the proposed reconfigurations independent of SANDAG’s plans.

Adjournment – 6:30 p.m.

Next Meeting Date, Time and Location:

Hillcrest Parking Committee’s next meeting is Thursday, April 28, 2016 at 3:00 p.m. at the Hillcrest Business Association office. Transcribed and drafted by Ben Verdugo