



HILLCREST PARKING COMMITTEE

Meeting Minutes

Thursday, March 26, 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, Megan Gamwell, Cecelia Moreno

Staff: Elizabeth Hannon, Ben Verdugo

Others in attendance: Joe Jimenez, guy from Uptown Planners (help me here) Kyle Heiskala

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

- ...with the Uptown Planners attended the meeting and said he has a background in transportation planning and would like more information on the Comprehensive Parking Management Plan and how it will be unveiled. – add him to our email list, please: heikyle.kh@gmail.com

3. Approval of Minutes

- **Motion:** “To approve the March HPC Minutes”. (C. Moreno, M. Gamwell) Motion passes unanimously

4. Hillcrest Trolley Contract (Action Item)

- E. Hannon reported that the first quarter ridership numbers on Friday and Saturday are much higher than last year’s first quarter numbers although Sunday’s numbers are lower.
- The existing contract is set to expire on April 15th and the following options were presented:
 - Enter into another one-year contract at \$105/hour
 - Don’t lock into a one year contract, and operate month-to-month at \$150/hour
- and three (3) month pilot project of the Park Hillcrest Lunch Loop (M-F; 11:30 – 1:30 PM; May 18 – July) at the rate of \$150.00 / hour.
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- **Motion:** “To continue weekend service until April 2016 at the rate of \$105/hour”. (B. Reeves, M. Gamwell) Motion passes unanimously.

5. FY16 Action Plan & Budget Public Input Session (Action Item)

- R. Dahl asked about how projects like Normal Street will be categorized and E. Hannon said that they would be *On-Street Evaluations and Implementation*.
- The committee set the following budget amounts:

- **Increasing Parking Supply - \$1,211,000**
 - **On Street Evaluations & Implementation - \$211,000**
 - Staff initially suggested \$101,000
 - **Off Street Parking Availability - \$900,000**
 - Staff initially suggested \$800,000
 - **Validation Programs - \$50,000**
 - Staff initially suggested \$100,000
 - **Valet Program - \$50,000**
 - Staff initially suggested \$100,000
- **Managing Parking Demand and Enhancing Utilization - \$417,000**
 - **Employee parking options - \$100,000**
 - **Residential parking strategies - \$25,000**
 - **New Meters & Technology - \$62,000**
 - **Wayfinding System - \$100,000**
 - **Time Limited Parking - \$5,000**
 - **Modify Enforcement Hours & Rates - \$5,000**
 - **Parking Availability & Mobile App Guidance - \$100,000**
 - **Special Event Parking & Traffic Flow - \$20,000**
- **Promote Alternate Transportation - \$580,000**
 - **Community Parking Shuttles - \$240,000**
 - **Pedestrian Infrastructure Improvements - \$300,000**
 - **Smartcar infrastructure - \$20,000**
 - Staff initially suggested \$50,000
 - **Bicycle Parking & Share Programs - \$20,000**
 - Staff initially suggested \$100,000
- **Enhance Parking Improvements - \$500,000**
 - **Extraordinary Maintenance - \$300,000**
 - **Curb & Sidewalk Painting & Repair - \$200,000**
- **General Operation and Contractual Activities - \$277,496**
 - **Community input workshops - \$5,000**
 - **Communications - \$132,496**
 - **Personnel - \$100,000**
 - **Office Operations - \$20,000**
 - **Insurance, Accounting & Legal - \$20,000**
- **Motion:** “To approve the FY16 budget amounts for Hillcrest as amended”. (C. Moreno, M. Gamwell) Motion passes unanimously

6. Current Project Updates (Information Items)

- **Two-Hour Time Limited Parking Zones**
 - B. Verdugo is currently circulating the 2-hour parking petition with about half of the businesses contacted. 7-11 is against the 2-hour zone but most of the respondents are in favor of the change.
 - B. Verdugo asked if the UCPD could have the HBA maintenance crew put out and take down A-frame signage daily about the median parking and C. Moreno said that Harvest Landscape could do it.
 - E. Hannon is awaiting costs on permanent signage and is working with the City go get pricing.

7. Staff Updates on Other Planned Efforts (Information Item)

- E. Hannon said that the City is looking to push construction updates via the Park Hillcrest app.

8. Park Hillcrest Marketing (Potential Action Item)

- B. Nicholls was unavailable to present regarding the promotion of Park Hillcrest due to illness. M. Gamwell and C. Moreno presented on his behalf.
- M. Gamwell said that the HBA recently hired an intern and proposed that the intern with direction from M. Gamwell could take on promoting Park Hillcrest.
- E. Hannon said that she was nervous in hiring the HBA and T. Gahagan said that it might be better to directly hire the intern to work with the UCPD.
- E. Hannon said that it might be a good idea to approve a cooperative HBA/UCPD campaign where both organizations could work together. She also added that she would like to see a more detailed proposal before the committee voted on approving funds.
- M. Gamwell said that the HBA will put together a proposal for review by the April 23 meeting.

Adjournment – 6:30 p.m.

Next Meeting Date, Time and Location:

Hillcrest Parking Committee's next meeting is Thursday, April 23, 2015 at 5:00 p.m. at the Hillcrest Business Association office.

Transcribed and drafted by Ben Verdugo