



HILLCREST PARKING COMMITTEE

Meeting Minutes

Tuesday, November 24 2015 at 5:00 p.m.

UCPD Office
2720 Fifth Ave
San Diego, CA 92103

Committee attendees: Roy Dahl, Tim Gahagan, Bruce Reeves, Cecelia Moreno, Chris Shaw, Deborah Gostin, Melanie Peters, Zachary Schlagel, Jared Svedson

Staff: Elizabeth Hannon, Ben Verdugo

City Staff: Joe Jimenez

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. Approval of Minutes

- **Motion:** “To approve the October HPC Minutes”. (B. Reeves) Motion passes

3. ADA Space on First Avenue (Action Item)

- B. Verdugo presented a request to install a blue zone on the west side of First Avenue between Walnut and Brookes on the 3500 block. Deborah Gostin, who lives at a building fronting an existing blue zone, requested another blue zone because the current blue curb is occupied throughout the day and there are limited options along the block. She is unable to fund the application fee for the blue zone and the UCPD is proposing to pay on her behalf. The blue zone would not take away existing parking as there will be 20 feet of red curb that can be removed adjacent to the existing blue zone.
- **Motion:** “To create a general policy which states if a member of the public identifies the creation of a new parking spot, the UCPD can fund a blue zone in conjunction with the new space and to recommend funding of this request to the full board”. (T. Gahagan, C. Moreno) Motion passes

4. Lunch Loop Service Extension (Action Item)

- E. Hannon presented lunch loop ridership numbers to the group, 4,840 riders since May and the ridership has dropped from 50/day to 37.5/day. Fridays continue to yield the strongest numbers. T. Gahagan said that the target of 50 riders per day should be the goal and wanted to know why the numbers have been dropping.
- Zachary Schlagel said that the current marketing and signage needs refreshing and new materials should get the ridership up to previous numbers. He suggested refreshing materials on a quarterly basis to keep ridership numbers on target. C. Moreno said that the existing route needs to be expanded and smaller vehicles would be a better option as they would access restaurants easier.
- J. Svendsen said that at \$7+ per rider, the cost to operate the service would be better utilized by subsidizing Uber rides for the patrons.

- E. Hannon said that a year contract extension would drop the hourly rate from \$150/hour to \$125/hour.
- B. Reeves suggested operating month to month while working toward an agreement with a new vendor that can operate smaller vehicles for the lunch loop. E. Hannon added that Free Ride will possibly be available in April of 2016 as an option, but would have to be included in an RFP process due to the size of the potential contract.
- **Motion:** “To continue with Old Town Trolley on a monthly basis while staff develops an RFP for shuttle services”. (C. Moreno, C. Shaw) Motion passes unanimously
- E. Hannon said that staff will have a draft RFP for review by December’s HPC meeting.

5. Chair Report (Information Item)

- R. Dahl announced that the HPC will likely have to be rescheduled to the previous week due to the holiday. The committee agreed to Wednesday, December 16th
- R. Dahl announced that he will be running for president of the UCPD and will be resigning as Chair of the HPC. C. Moreno nominated C. Shaw as Chair and herself as Vice Chair. The committee voted to approve C. Moreno’s nomination.
- The group agreed that in the Chair’s absence, the Vice Chair would develop agendas and manage the meetings.
- R. Dahl said that the HPC will be reviewing a stop sign proposal for Robinson and 8th at December’s HPC meeting. The proposal will create an all way stop and will create five parking spaces.

6. Access Hillcrest Marketing (Potential Action Item)

- M. Peters gave an update on the Access Hillcrest campaign which focused mostly on Friday night trolley promotions with the following takeaways:
 - New Access Hillcrest brand was established
 - Campaign did not accomplish goal of higher trolley ridership
 - A new campaign coordinated with the HBA and their businesses would help to inform businesses and customers about parking.
- The existing contract expires at the end of December and E. Hannon asked for direction on what the next steps should be. The committee said that they would like the campaign to focus on the lunch loop and E. Hannon said that the committee can take action in December on how to continue.

7. Friday/Saturday Night Trolley Service

- Due to low ridership, the committee reviewed the option of terminating Friday and Saturday night service with Old Town Trolley.
- **Motion:** “To cancel Friday and Saturday night trolley service as of January 1st”. (C. Moreno, J. Svendsen) Motion passes unanimously

8. Operations Manager Update

- **Normal Street Median**
 - J. Jimenez is discussing signage with Traffic Engineering that can be placed at Normal Street Median. The HBA will be installing tow away signage at the same median and the City will review if the sign posts can accommodate multiple signs on poles.
- **Curb Cut Signatures**

- B. Verdugo is missing two signatures due to the fronting properties unavailability to sign and will be submitting the signature sheet to the City instead of waiting for both properties to sign. He will continue to pursue signatures of both properties.
- **Pedestrian Enhancements on Essex**
 - J. Jimenez will be reducing the bulb outs from 12 feet down to 8 feet and ADA curb ramps will be designed on 10th and Essex (instead of bulb outs). Designs will most likely be available for the January HPC meeting.
- **Taxi Zone on 6th**
 - A taxi zone on 6th (just south of Robinson) will be converted to a shared taxi zone where taxis will use the curb from 6pm to 2am and general parking is available during the day. Another taxi zone has been identified on 5th which will yield two parking spaces.
- **Cleveland Parking Gains**
 - Four parking spots have been approved by the City at the intersection of Cleveland and Richmond. Implementation will occur within 60 days.
- **Normal Street 2 Hour Parking**
 - West side of Normal is now approved for 2 hour parking now that KTU+A has agreed to the change. Implementation is 60 days away.

9. Staff “A” Priorities

- B. Reeves recommended that staff provide a percentage completed update at each meeting.
- E. Hannon reported that the City will be reviewing the curbs list provided by the HBA and will compare with an existing City list to see which curb repairs can be funded through the general fund and which curbs can be repaired through parking meter funds. She is also checking to see if the UCPD can source their own contractors to conduct the improvements.

10. Connect Hillcrest

- Staff informed the committee about Connect Hillcrest, a group of local representatives who are promoting transit, biking and pedestrian options in Hillcrest. Connect Hillcrest will be deploying street teams to survey local businesses in the area about the Uptown Bikeways Project.
- C. Moreno voiced concern about E. Hannon meeting with Connect Hillcrest representatives without reaching out to the board first. After a lengthy discussion, the committee felt that in the future, staff should not get involved with Connect Hillcrest until the group presents to the HPC.

Adjournment – 6:15 p.m.

Next Meeting Date, Time and Location:

Hillcrest Parking Committee’s next meeting is Wednesday, December 16, 2015 at 5:00 p.m. at the Hillcrest Business Association office. Transcribed and drafted by Ben Verdugo