



HILLCREST PARKING COMMITTEE

Meeting Minutes

Thursday, April 23, 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, Luke Terpstra

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

- M. Gamwell asked staff to invite MTS representatives to a future HPC meeting to discuss transit stop cleanliness/maintenance. ...
- E. Hannon announced that the next collaborative meeting with SANDAG and the City of San Diego will be held at the Joyce Beers Center.

3. Approval of Minutes

- **Motion:** "To approve the April HPC Minutes". (C. Moreno, M. Gamwell) Motion passes unanimously

4. Hillcrest Trolley Lunch Loop Pilot (Information Item)

- E. Hannon presented the Lunch Loop memo which outlined the current marketing campaign and associated costs. Post Cards will be printed for distribution at the hospital and into the businesses along the loop. Posters will be printed, street teams will be hired to help promote the loop, tear drop banners will be made and updates to the website and app will be implemented. The memo also outlined efforts that UC San Diego Health Systems and HBA will be undertaking.
- The pilot will start on May 18th and will conclude July 31st.
- C. Shaw recommended that a street team should visit the medical offices surrounding UCSD but should be dressed professionally.

5. Park Hillcrest Marketing (Action Item)

- E. Hannon discussed how to best promote Park Hillcrest services and presented the following options: promote in-house using staff efforts, send out an RFQ for services or to look at the HBA's recent proposal. She also presented a worksheet which outlined the costs of traditional and non-traditional marketing ideas.
- E. Hannon also presented a draft RFQ for services with a range in costs from \$20,000-\$75,000. B. Nicholls said that the RFQ would be the best option for a promotional campaign; M. Gamwell and B. Reeves agreed.

- C. Shaw said that we are spending a lot of money on the trolley and to put more money into a marketing campaign, and it might be a good idea for the UCPD to purchase a trolley.
- E. Hannon recommended that staff could get an RFQ out with a date for returned responses before the next HPC meeting. The campaign could start in July.
- **Motion:** “To direct staff to submit a RFQ for Park Hillcrest marketing services with a six-month campaign not to exceed \$50,000, and with the hope of creating a foundation to hire an intern or part time employee to manage marketing.” (M. Gamwell, T. Gahagan) Motion passes unanimously

6. Angled Parking Initiative (Information Item)

- B. Verdugo presented a proposed angled/head-in parking map which detailed locations for reconfiguration. The map is an attachment to the Uptown Curb Survey and there are approximately 145 gains as determined by staff.
- Staff still needs to determine final numbers with Traffic Engineering who will diagram all segments for exact parking gains. Staff will be working with J. Jimenez to move the project along over the next few months.
- R. Dahl asked about pop-outs in addition to the angled parking ideas on Essex, and E. Hannon felt that staff needs to develop address lists to notice the proposed changes first, and then the pop-outs can follow.
- L. Terpstra said that in 2009, the Uptown Partnership tried yet failed to convince the community and HTC about reconfiguration on Essex but felt that they didn't do enough outreach for the changes. He added that he recently attended the North Park Planning Committee Meeting and there was a gentleman who went door to door on his own to get consensus for support for reconfiguration and then went to the Planning Committee for support and was successful.
- R. Dahl said that it would ideal to propose bulb-outs and angled parking on Essex as the same project as the proposal would also add to pedestrian safety. B. Nicholls added that staff could outreach to the residents on Essex about the parking/pedestrian safety proposal to gain consensus.

7. City Traffic Engineer Updates (Information Item)

- J. Jimenez talked about the Pedestrian Master Plan and if the HPC finds priority projects within the plan, costs can be shared between the UCPD and the City.

8. Current Project Updates (Information Item)

- KTU+A is unwilling to sign the petition to change parking on Normal Street to 2-hour parking because the employees use the unrestricted parking. He also added that he would only support the change to 2-hour parking only if meters were installed as well. E. Hannon recommended that she could propose installing 2-hour parking on Normal Street, and possibly adding meters later, and felt that KTU+A could possibly support this compromise. In the meantime the east side of the street can be converted to 2-hour parking and J. Jimenez will create a work order for the change.

Adjournment – 6:30 p.m.

Next Meeting Date, Time and Location:

Hillcrest Parking Committee's next meeting is Thursday, May 28, 2015 at 5:00 p.m. at the Hillcrest Business Association office. Transcribed and drafted by Ben Verdugo