



HILLCREST PARKING COMMITTEE

Meeting Minutes

Wednesday, January 28, 2016 – 5:00pm

UCPD Office

2720 Fifth Ave

San Diego, CA 92103

Committee attendees: Roy Dahl, Tim Gahagan, Bruce Reeves, Cecelia Moreno, Jared Svendsen, Benjamin Nicholls, Drea Sparks

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 December HPC Minutes”. (R. Dahl, B. Reeves) Motion passes 4-0-2, J. Svendsen, B. Nicholls abstained

3. Park Hillcrest Shuttle Service (Action Item)

- B. Nicholls reported about a proposal to operate Chris Shaw’s vehicles to service both the Lunch Loop and the Farmers Market as a pilot project starting in April through the end of the fiscal year. The cost associated with the pilot would be to pay C. Shaw’s staff to operate them and insurance costs. The vehicles cannot operate on Washington due to speed restrictions and B. Nicholls will be testing out the routes shortly with the possibly of adding a stop on University instead of the stop on 5th.
- There was discussion as to how many riders were getting on and off at the 5th Avenue stop during the Farmers Market shuttle and staff said they can have the drivers start documenting to get an idea. T. Gahagan suggested operating a third vehicle that would service the 5th Avenue stop while the other two could possibly service the Farmers Market only.
- E. Hannon reported that she is talking to Free Ride and will be meeting with them soon regarding the pilot project as well. She added that they are still in contract negotiations with Civic San Diego which has held up discussions of an Uptown agreement. T. Gahagan voiced concern about the delay of talking with Free Ride and wanted to see a proposal soon. E. Hannon said that B. Verdugo already developed a RFP for the Lunch Loop service and can start to get it in motion now that a pilot will most likely start in April.
- E. Hannon felt that two small vehicles might - not have enough capacity to service the Farmers Market and recommended using an airport-type shuttle as a third vehicle. C. Moreno suggested purchasing an ADA compliant vehicle.
- **Motion:** “To pursue operating a pilot shuttle program that will incorporate either the Free Ride vehicles or Chris Shaw’s vehicles. A proposal will be reviewed and voted on at the February HPC meeting”. (R. Dahl, B. Nicholls) Motion passes 6-0-0

4. NAPP Pilot Program Update (Action Item)

- E. Hannon reported that Economic Development denied the NAPP proposal and wanted direction on the next steps. Projects within the NAPP proposal included the Normal Street Greenway, DMV lot lease, shuttle operations and marketing.
- E. Hannon suggested that there are collaborative projects that still can be implemented without the NAPP program. The bylaws state that a cooperative committee can be formed and funds can be managed by a joint committee that can be formed between the HBA and UCPD. Funds would also be contributed by both the HBA and UCPD.
- The committee agreed not to fight the City's decision and to agree to work towards a joint committee structure in the future.

5. Access Hillcrest Marketing (Information Item)

- E. Hannon presented updated concepts that the Marketing Committee has been working on with the concept: *Coming Here, Park Here*. Maps are being developed that will show users where to find parking relative to a specific business within quadrants in Hillcrest. The maps would be placed on windows at participating restaurants and stores.
- J. Svendsen suggested placing QR codes on the maps that will direct users to the app.

6. Operations Manager Update (Action Item)

- B. Verdugo presented a proposal that would change the parking configurations on University between 10th and Vermont as well as 10th Avenue, just south of University.
- On University, the proposal would change 3 2-hour parking stalls on west end of University to 30 minutes, and would eliminate white passenger loading curbs in the middle of the block, by converting them to 2-hour parking.
- On 10th, the proposal would change from existing two 2-hour metered and three unrestricted spaces to four 30-minute metered spaces and one unrestricted space.
- C. Moreno suggested changing the 30-minute meters proposed on 10th to 1-hour since there will be three 30-minute meters on University. The committee agreed.
- **Motion:** "To support the proposal on University and to change the proposal on 10th to include the installation of four 1-hour meters and one unrestricted meter". (T. Gahagan, R. Dahl) Motion passes unanimously
- 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.

7. FY17 Budget & Action Plan (Information Item)

- E. Hannon presented the FY17 draft budget and action plan for Hillcrest and added that the proposed amounts will possibly change because the amounts are estimated. The HPC will be voting on the budget amounts at the HPC meeting in February.
- B. Nicholls wanted to see the allocation for *communications* to increase from \$100,000 to \$130,000.
- T. Gahagan said he wanted to see more money into *off street parking availability* than the \$990,432 that was allocated.
- C. Moreno suggested leaving both Valet and Validation at the FY16 amounts of \$50,000 each.
- T. Gahagan and C. Moreno wanted to see less or no money allocated towards Transit

Stops and Routes, although B. Reeves and R. Dahl were okay with the proposed allocation of \$20,000.

8. Parking Structure Discussion

- E. Hannon proposed the formation of an Ad-hoc committee that will look into advancing the idea of parking structures in Hillcrest. B. Nicholls, R. Dahl, T. Gahagan and B. Reeves were interested in joining the committee. E. Hannon said that staff will have an update at the next HPC meeting.

Adjournment – 6:30 p.m.

Next Meeting Date, Time and Location:

Hillcrest Parking Committee's next meeting is Thursday, February 18, 2016 at 5:00 p.m. at the Hillcrest Business Association office. Transcribed and drafted by Ben Verdugo