



HILLCREST PARKING COMMITTEE

Meeting Minutes

Thursday, July 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, Ben Nicholls, Jared Svendsen, Cecelia Moreno

Staff: Elizabeth Hannon, Ben Verdugo

Others in attendance: 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. Non- Agenda Public Comment

- E. Hannon asked J. Svendsen to discuss the on-demand valet concept in San Diego. J. Svendsen said the service by Zirx is currently operational in San Diego and there are no controls in place that require on-demand valet companies to secure permits.

3. Approval of Minutes

- **Motion:** “To approve the June HPC Minutes”. (R. Dahl, B. Reeves) Motion passes unanimously

4. Hillcrest Trolley Ridership and Service (Action Item)

- E. Hannon presented recent trolley averages for Friday, Saturday and Sunday with Friday and Saturday averaging around 40/night and Sunday averaging around 200/day. The Lunch Loop daily average is around 50 over a two hour span. The Lunch Loop pilot is scheduled to wrap up at the end of July.
- E. Hannon said that Scripps and the school district have expressed interest in the Lunch Loop and she would like to see a possible expansion. Also there is the possibility of deploying smaller golf cart vehicles currently used in downtown San Diego, called The Free Ride. The Old Town Trolley vehicles are too big to navigate some streets in Hillcrest and the Free Ride vehicles can go anywhere without restriction.
- B. Nicholls said that once the marketing campaign takes shape, and then hopefully the ridership numbers will increase.
- **Motion:** “To extend the Lunch Loop pilot for two-four months with a decision made by the two month mark”. (R. Dahl, C. Moreno) Motion passes unanimously

5. Park Hillcrest Marketing (Action Item)

- E. Hannon announced that four Free Ride shuttles will be used from Friday, August 7 through Monday, August 10 as a pilot to test the smaller shuttles throughout Hillcrest. It will also be a marketing opportunity for Access Hillcrest.
- **Motion:** “To direct staff to use existing marketing dollars within the Access Hillcrest

- campaign to fund the Free Ride shuttles from August 7th to August 10th". (B. Nicholls, C. Moreno) Motion passes unanimously
- E. Hannon also wanted to get more clarification as to why the cooperative marketing plan for Access Hillcrest was not agreeable anymore with the Hillcrest Business Association.
 - B. Nicholls said that the money is no longer available as the organization has spent money on legal fees recently. E. Hannon said that this will impact the current marketing campaign since there is not buy-in from the HBA since the UCPD cannot promote specific businesses with meter revenue. B. Nicholls and C. Moreno said that the UCPD should still be able to pay for marketing Hillcrest businesses and referenced both the parking maps in Bankers Hill and the banners/valet in IRR as examples.
 - R. Dahl agreed with E. Hannon and said that if the HBA cannot contribute funds then the City will not allow any money to be spent marketing Hillcrest businesses. Staff will focus on parking district related promotions moving forward.

6. City Traffic Engineer Updates (Information Item)

- J. Jimenez reported on the following update:
 - Essex is a good candidate for angled parking and bulb outs and he will be moving forward with preliminary diagrams. He will be getting estimates for the pop-outs by September.

7. Community Plan Update (Information Item)

- R. Dahl reported that the Uptown Community Plan is going through final revisions and suggested that the UCPD could form a subcommittee to provide comments regarding the draft mobility element.
- C. Moreno said that it should be on the full board agenda who can decide whether a subcommittee should be formed or not. E. Hannon said that staff will prepare a summary of the mobility element for the board for more clarification.

8. Staff Updates (Information Item)

- A City initiated pay-by-phone pilot will be in Uptown starting in August. Approximately 800 meters will have this technology and most locations will be in Hillcrest.

Adjournment – 6:30 p.m.

Next Meeting Date, Time and Location:

Hillcrest Parking Committee's next meeting is Thursday, August 27, 2015 at 5:00 p.m. at the Hillcrest Business Association office. Transcribed and drafted by Ben Verdugo