

Attendees: Cecelia Moreno, Tim Gahagan, Bruce Reeves, Natalie Villegas, Roy Dahl, Ben Nicholls, Elizabeth Hannon, Danielle Oloko, Joe Jimenez

- **Lunch Loop Service Discussion (Action Item)** *Elizabeth Hannon*
 - Free Ride cannot service the Lunch Loop during July and August due to unavailability. Staff sought temporary alternatives but insurance conflicts resulted in only one viable option. The temporary change in providers will result in a change in vehicle (from electric shuttles to Mercedes Sprinter Van).
 - HPC requests data about ridership and clarification regarding when and how riders are counted.
 - Several HPC members express disappointment with change in vehicle and feel it will negatively impact the brand and ridership.
 - Committee suggests staff continue to explore viable long-term solutions with an RFP for an annual contract and the possibility of purchasing vehicles for the service.
 - **Motion:** “Ask the board to approve the purchase of 2 vehicles, not to exceed \$100,000 and have staff bid out the operation of these vehicles” BN, CM. Motion passes 5-0-1, T. Gahagan.

- **Modifying Meter Enforcement Hours** *Elizabeth*

Review of occupancy counts, utilization rates & turnover data - Due to low on-street parking occupancy during the morning hours and occupancy greater than 85% at and after 4 PM, recommendation to conduct a pilot project shifting enforcement hours (from 8 AM – 6 PM) to 10 AM – 8 PM.

Motion: “To shift the meter hour enforcement to 10am to 8pm throughout Hillcrest.” (C. Moreno, B.Nicholls). Motion Passes: 6-0-0

- **Marketing Update** *Danielle*
 - Staff (D.Oloko) presented a comprehensive marketing strategy plan to promote and revise existing Access Hillcrest services and public information for improved performance.
 - HPC discusses varying opinions and ideas about the direction and future of marketing for Access Hillcrest

- **Parking Structure Community Forum (information item)** *Elizabeth*
 - Staff met with the 3 presenters: Jared Svednsen, Steven Cook (Chen Ryan), Paul Marra (Keyser Marston). Staff requests HPC begin thinking about forum structure and suggestions for stake-holder invitations.

- **City Curb, Curb Cuts & Sidewalk Repair Project (Information Item)** *Elizabeth*

Project Updates & Press Conference Planning

 - The City of San Diego required more signatures than originally obtained to move forward with the project. Staff acquired the remaining signatures needed. Staff suggests that we do not set a precedent for collecting signatures on behalf of the city.

- Staff led a discussion about business valet programs and using the appropriate parking zones for approved, legal valet operations. The committee also discussed the parking space regulation for color coded spots by the City of San Diego.
- Staff noted the delay in the sidewalk improvement schedule and requested they begin before the Pride celebration. Committee members discussed existing curb cut policies and business owner input once an improvement is scheduled.

HPC committee members request Staff to highlight these improvements with a press conference within a week of Pride

- **Staff - Other Projects Updates** (*Information Items*) *Elizabeth*
 - The committee reviewed their board packets for FY16 project updates
 - E. Hannon reviewed the SANDAG Bikeway board meeting
 - Way-finding Signage Next Steps were outlined with stakeholder recommendations sought from HBA, HTC, hospitals etc...
 - Validation program ideas- tabled

- **City Traffic Engineer Updates** (*Information Items*) - *Tabled due to lack of time* *Joe Jimenez*
 - Pedestrian Enhancements on Essex
 - 3737 3rd Ave Request for Green Time-Limited Curb – tabled due to lack of time
 - Gains on 3800 block of 6th& 7th
 - Curb changes on University at 10th

- **Valet on 5th** (*Information Item*) *Elizabeth*
Subject was tabled due to lack of time
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