



UPTOWN COMMUNITY PARKING DISTRICT, INC.

Meeting Minutes

Monday, January 12, 2014 at 5:00 – 6:30 p.m.

Joyce Beers Community Center
The HUB – 3900 Vermont Street
San Diego, CA 92103

Board attendees: Tim Gahagan, Char-Lou Benedict, Cecelia Moreno, Ann Garwood, Roy Dahl, Michael Jacobs, Doug Scott, Chris Shaw, Megan Garth, Jared Svendsen, Megan Gamwell, Selina Stockley and Susan-McNeil Schreyer

Staff: Elizabeth Hannon, Ben Verdugo

Others in attendance: Joe Jimenez, Adriana Martinez, Nancy Moors, Benjamin Nicholls and Ben Baltic

1. **Establishment of Quorum, Call to Order, and Introductions**

- **Tim Gahagan was running late, Char Lou Benedict (CB), VP began the meeting**
- Quorum was established and everyone introduced themselves
- Bruce Reeves was excused

2. **President's Report**

- CB reported that E. Hannon is currently tracking her time spent in each neighborhood and the board will be reviewing after a period of three months.

3. **Non-Agenda Public Comment**

- A. Garwood said that she used a smart meter in hillcrest and wanted verification on how much time the user gets when using the minimum amount of \$1.25 and she felt that she was getting only 30 minutes of time. B. Verdugo said he will follow up with her on this.
- C. Moreno said that people were feeding the new meters on Sunday and that there should be signage on the new meters (not just the poles) to let the users know meter times.
- A. Garwood voiced concerns about the no parking signage during construction and E. Hannon said that staff is currently working with the City so the businesses on University will not have the same problems previously experienced on 5th. The pipeline project that will continue on University will be worked on at night so parking will be freed up during the day.

4. **Approval of Consent Agenda**

- The December minutes were removed from the consent agenda at S. McNeil Schreyer's request. S. McNeil-Schreyer asked that her comment regarding the CPD audit be added to the December Minutes. During the CPD audit section she mentioned the November 5, 2014 memo "Management Response to Performance

Audit of Community Parking District Program" from David Graham, Deputy Chief Operating Officer, who is a direct report to the Mayor.

5. Approval of Minutes (Action Item)

- **Motion:** "To approve the December minutes with changes." (R. Dahl, M. Jacobs) Motion passes 8-0-3, 3 abstention (C. Benedict, A. Garwood, D. Scott)

6. Hillcrest Parking Committee Expense Allocation (Action Item)

- R. Dahl reported that the Hillcrest Parking Committee approved a pilot of the Hillcrest Lunch Trolley which will be targeted in spring for launch.
- M. Gamwell said that she will be putting together a survey and will be working with staff to circulate to UCSD and surrounding businesses to get an idea on potential users' needs.
- **Motion:** "To authorize allocating \$15,000 towards a pilot of the Hillcrest Lunch Trolley and for staff to survey the public regarding shuttle options." (R. Dahl, C. Moreno) Motion passes 8-0-3, 3 abstention (C. Benedict, A. Garwood, D. Scott)
- D. Scott asked if the project meets the criteria set forth in 100-18 and E. Hannon said yes.
- Motion passes 7-0-4, 4 abstentions (M. Garth, C. Benedict, A. Garwood, J. Svendsen)

7. Hillcrest Parking Committee Expense Allocation (Action Item)

- E. Hannon reported that the Park Hillcrest website needs to be updated as staff has cut ties with the previous web developer. Staff has been in talks with Phondini, Park Hillcrest's current app developer to transfer the data over to them and they will manage the website in the interim until staff sources out an RFP for full website development and management.
- **Motion:** "To authorize staff to source out potential vendors for the Park Hillcrest website and in the meantime allocate \$2,500 to Phondini to transfer and manage the data from the previous vendor." (R. Dahl, M. Gamwell) Motion passes 11-0-1, 1 abstention (C. Benedict)

8. Curb Survey 1.0 Recap (Information Item)

- T. Gahagan arrived for the meeting.
- E. Hannon presented the Uptown Curb Survey 1.0 for the board to review which detailed gains, denials and other suggestions currently under reviewed or moved to 2.0.
- C. Moreno asked that staff look at the denials to see if they can be reviewed again due to the high number compared to the gains. Staff said they will review.
- E. Hannon asked the board if they had further questions regarding the survey, to get in touch staff for more specifics.
- R. Dahl requested that Survey 2.0 get started as soon as possible regardless of when 1.0 wraps up.

9. Work Session Planning (Information Item)

- E. Hannon presented an outline regarding the Comprehensive Parking Management Strategy Toolbox. She presented a sample GIS map which will be a tool that will provide up to date data on parking conditions in Uptown. The tool will also give staff a comprehensive look to help guide parking suggestions/decisions to undertake in the

future. Parking meter utilization/pricing, meter enforcement hours, street reconfiguration and other parking strategies will be reviewed.

- M. Jacobs felt it would be more productive to have the individual neighborhood committees as opposed to the entire board reviewing all of Uptown as each committee is more familiar with their own neighborhood.
- T. Gahagan had concerns regarding goals for utilization and would not like to see meters priced so high that customers are driven away.
- E. Hannon said that SANDAG has delayed delivery of the GIS mapping which will affect the timing and planning of the work session. SANDAG has a target date of February 28, 2015 for completion of the base line maps for Uptown. N. Moors said that it would be a good idea for each neighborhood to review the toolbox before the full work session and felt that she didn't know if the board was qualified enough to figure out what the utilization should be. E. Hannon said that staff would provide guidance through case studies and what other Cities are implementing.
- E. Hannon suggested that in March we could possibly hold neighborhood work sessions to start to look at the toolbox and to possibly have district wide work sessions starting in April. The neighborhood work sessions could be a part of each regularly scheduled committee meeting.

10. **Staff Reports** (Action item)

- B. Verdugo reported that Curb Survey 2.0 will be unveiled shortly with over 200 potential parking gains in Bankers Hill, over 100 potential gains in Hillcrest, over 30 in Mission Hills and 9 in International Restaurant Row.
- C. Moreno said that the gains should be in ground before the construction of the bike path.
- J. Jimenez said that the upcoming FY16 parking district budget process will be underway soon with the budgets going to Smart Growth and Land Use Committee in May then on to Council in June. Economic Development is asking staff to have preliminary input ready for review in March with full board approval in April.
- E. Hannon said that because of the timeline of the budget process, public input sessions should begin in each neighborhood committee in February.

11. **Work Session – City Performance Audit of Community Parking Districts**

- E. Hannon presented a memo which outlined staff concerns regarding the audit and concerns to David Graham's responses to the audit. The following was presented which detailed audit findings, responses from Economic Development and UCPD staff concerns:
 - **Finding 1:**
 - The City Could Enhance its Overall Management of the Community Parking District Program by Establishing a Documented Process to Sustain Program Efforts and Outcomes
 - **Recommendation #1**
 - To fully manage program administration and to ensure the continuity of program operations, we recommend that Economic Development:
 - Develop formal, documented guidance that fully details the processes used to account for parking meter revenues and implement parking-projects for the Community Parking District program to enable a successful transfer of institutional knowledge to future staff assigned to administer this program.

- **Response #1 (from Economic Development):**
 - Economic Development staff will work with staff from the Offices of the Comptroller and the City Treasurer, to prepare an updated draft on tracking parking meter revenue and expenditures by March 2015. Staff anticipates that a final process narrative may be completed by fall 2015.
 - This assumes that staff from the Office of the City Treasurer will create their own internal procedure(s) for providing data to Economic Development staff for inclusion in the annual reconciliation. Economic Development Department's Senior Traffic Engineer will require additional support in order to be able to refine and document procedures for implementing projects associated with the Community Parking District program.

- **Finding 2:**
 - The Processes in Place to Administer the Community Parking District Program Could Be Improved by Adopting Formal Performance Measures and a Method of Reporting Performance Results to Key Stakeholders.

- **Recommendation #2**
 - To fully measure and manage program outcomes, Economic Development should:
 - Adopt, and monitor appropriate Community Parking District performance measures to support the information monitoring needs of key program stakeholders, including City Council, City Management, Community Parking Districts, and other interested parties; and
 - Periodically report the performance of the Community Parking District program to key program stakeholders, including City Council, City Management, Community Parking Districts, and other interested parties.

- **Response #2(from Economic Development):**
 - Economic Development Department's Senior Traffic Engineer will require input from key stakeholders to develop acceptable performance measures and then will require additional support to monitor and report on those performance measures. Staff anticipates that developing performance measures will require two to three meetings between City/Mayor's staff and Community Parking District and Council representatives. These meetings are anticipated to occur over January 2015 and February 2015. The agreed upon performance measures will be incorporated into the FY 2016 Annual Plans which are anticipated to be presented to Committee and Council in May/June 2015.
 - Ultimately, a target timeframe for implementing monitoring and reporting depends on when and if additional resources are to be deployed for the Community Parking District program but would start no sooner than FY 2016.

- T. Gahagan asked if the stakeholders would be from BID's as they are most affected by parking and J. Jimenez said yes he would open the process up to whoever is interested. T. Gahagan said it would be a good idea to have input from residents as well.

- **Finding 3:**
 - The Processes Used to Account for Program Funds and the Implementation of Parking-Related Projects Could be Enhanced by Adopting Formal Monitoring Procedures to More Effectively Control Community Parking District Program Outcomes
- **Recommendation #3**
 - Economic Development should establish written procedures that encompass:
 - Monitoring of revenues and expenditures from Community Parking District funds to enable key program stakeholders, including City Council, City Management, Community Parking Districts, and other interested parties to monitor CPD program performance;
 - Strengthened monitoring procedures to enable Economic Development staff to have access to the status of City implemented projects in progress in order to plan and report on those accomplishments in the CPD's respective annual plans.
 - Process and quality assurance procedures to monitor program activities and outputs using the City's 55 percent share of parking meter revenue, and enable communication between City departments to resolve compliance and quality issues with the staff and managers.
- **Response #3 (from Economic Development):**
 - Economic Development staff will work with staff from the Office of the Comptroller and other City departments/work units receiving or expending funds for CPD related-projects to determine how to properly account for projects in SAP and preparing Department-specific internal written procedures to manage and document progress on CPD project implementation and expenditures.
 - EDD staff does not anticipate drafting procedures to address the use of the City's 55% until FY 2017 when funding is anticipated to be budgeted for FY 2018 and to reflect the structure and needs of the City at that time.
- E. Hannon presented staff concerns regarding the recommendations and responses:
 - UCPD Staff Concerns:
 - **Concern #1:**
 - City staff intends to draft meter revenue and administrative expenditures tracking system (March 2015). This is contingent upon the Treasurer's Office coordination and documentation and comes with a recommendation for additional support staff be provided to the Senior Traffic Engineer that supports the CPDs.
 - Who is coordinating the interdepartmental needs for compliance? What quality control measures will be utilized to provide oversight to documentation of staff time on projects (and by district)? Adding staff will increase the city's administrative costs and may add more paper pushing than project efficiencies which may be tied to the Traffic and Engineering / Streets Division of the City.

- **Concern #2:**
 - In order to develop performance measures, City staff anticipates meeting with CPDs, the Mayor and Council in January / February and include these as part of the FY2016 CPD budgeting process. It is suggested that additional support staff is needed to implement, monitor and report to stakeholders.
 - The timing of outreach to CPDs/council for inclusion in FY2016 budgets may not be reasonable. Perhaps the CPDs can work toward establishing district specific performance measures for FY2016 (Uptown has been considering these during FY2015) and develop collective measuring tools for FY2017. The need to increase the City's CPD support staff within Economic Development is again suggested. Perhaps there can be deference to each CPD with quarterly reports (in addition to the already mandated annual reports) to council.
- **Concern #3:**
 - City staff responds with ideas on documenting project and administrative costs but fail to acknowledge the lack of prioritization of projects by district, by CPD program and relative to other projects implemented by Traffic / Streets division. Without systems in place to implement UCPD projects that have been fully vetted through the community, the CPD program struggles with effectively and efficiently changing parking impacted areas with on street curb and alignment changes.
- **Concern #4:**
 - The City staff is working toward documenting the 55% of parking meter funds that the city retains. The projects suggested in the audit (Exhibit 7) do not appear to comply with Municipal Code Sections 82.08 and 82.09, Council Policy 100-18, and Several Memoranda of Law issued by the City Attorney's office. Using parking meter funds for these purposes is generally acceptable as long as "parking meter revenue may only be used for parking and traffic-related purposes that impact the parking of vehicles within parking meter zones." Conversations outside of this audit suggest that the 55% for FY2015 are earmarked for smart meters and supporting technology. This is an amount of nearly \$2,500,000 would be in addition to the Uptown CPD's required allocation for this project. Is the City no longer paying for the items listed in Exhibit 7 with these funds?
- **Concern #5:**
 - There is no documentation of the fees developers pay for parking meter removal during construction. It has been understood that these fees would be part of the revenue in accordance with Council Policy 100-18. There is documentation on the OPEN Development Services Department website but it's not listed as revenue to the CPD in the audit.
- **Concern #6:**
 - There are no quality control measures discussed for car sharing revenue accounting (reliance is currently on vendor's annual reporting) and the City is looking to expand this program to other vendors.
- **Concern #7:**
 - City direct pay portions of CPD budget are not accounted for nor recorded in a consistent accounting practice.

- **Concern #8:**
 - Funds not spent each year are held where? Are they earmarked by district? How are interests accrued accounted for and rolled into budgeting allocations?
- C. Moreno asked if E. Hannon was going to testify at committee regarding staff concerns and she said she is planning on attending and presenting on behalf of the UCPD. E. Hannon will be submitting the memo to the committee before the meeting so the information will be in the board packets. The meeting will be held on February 4th at 9:00am.
- **Motion:** “To authorize Elizabeth Hannon to speak on behalf of the board regarding staff concerns via the memo and concerns voiced by the board at tonight’s meeting.” (D. Scott, M. Garth) Motion passes 12-0-1, 1 abstention (T. Gahagan)
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Adjournment – 6:30 p.m.

Next Meeting Date, Time and Location:

Uptown Community Parking District’s next meeting is Monday, February 12, 2015 at 5:00 p.m. in the Joyce Beers Community Center at The HUB in Hillcrest (formerly the Uptown District).

Transcribed and drafted by Ben Verdugo