

**MINUTES, HPC: July 2017**

- **Board Members:**
  - Benjamin Nicholls
  - Roy Dahl
  - Tim Gahagan
  - Natalie Villegas
  - Linda Saltzman
- **Staff:**
  - Gerrie Trussell
  - Marc Marconi
- **Guests:**
  - Annie Burchard
  - Joe Vecchio

**1. Introductions and Chair Report**

**-Benjamin Nicholls**

Chair Cecelia Moreno, excused absence

**2. Non-Agenda Public Comment**

Comments are taken from the public on items not on the agenda; time limit of three (3) minutes per speaker

**3. Approval of Minutes – June Meeting**

*Benjamin N motion, Roy Dahl second, unanimously approved*

**4. Potential Third Valet Location (action)**

**– Marc Marconi**

Review of Survey Responses, 1433 University Ave

*Motion to approve converting two parking stalls located at 1433 University Ave (in front of Industrial Grind Coffee) to 30-minute mixed-use metered spots, to become passenger loading Friday evenings and all-day Saturday and Sunday. Spots will be used Friday evenings and on weekends for a third Hillcrest Public Valet location. Tim G added that to begin this proposed third valet location, the monthly valet numbers at the 1220 University Ave location need to improve. He further commented that by improve they just need to be in an upward trajectory. Motion by Tim G, second by Natalie V, unanimously approved.*

**5. Potential Motorcycle Parking & 30-minute to 2-hour conversion (action) – Marc Marconi**

Review of Survey Responses, 100-block University Ave

*Motion to convert the two-parking stalls at approx. 127 University Ave to three two-hour metered spots, if the EDD finds that the block in-question can fit 3-spots. If the block in question cannot fit three regular two-hour metered spaces, then the current 30-minute metered space shall be converted to a 2-hour metered space and the current 14' red-zone shall be converted into a compact/smart car two-hour stall. Motion by Roy D, second by Ben N, unanimously approved.*

**6. Wayfinding Review (information)**

**– Marc Marconi**

Review of signage locations and labels

**7. Marketing Update (action)**

**– Marc Marconi**

- Co-operative campaign
  - Hillcrest map
  - Car show
  - Mini banners
- Radio Spots -proposals
- Approve new banner designs for "Park Free at the DMV"
- PRIDE update and strategy for Hillcrest businesses (already begun)
- Proof Trifold Lunch Loop

*Motion to spend up to \$10,000 advertising "Park Free @ The DMV" and our Community valet. Funds to include advertising on radio, print, and social media. Motion by Roy D, second by Ben N, unanimously approved.*

*Motion to approve the updated "Park Free @ The DMV" banner, add accesshillcrest.com at the bottom, delete the DMV lot address, make the top "P" portion background static in color, the middle portion background blue in color, the bottom hours portion background white in color. Motion by Ben N, second by Roy D, unanimously approved.*

**8. Curb Repair and Restriping Update (information)**

**– Marc Marconi**

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**MINUTES: August 2017 Hillcrest Parking Committee meeting**

**Attendees:**

- **Committee Members**
  - Cecelia M
  - Tim G
  - Natalie V
  - Ben N
  - Linda S
- **Staff**
  - Gerrie Trussell
  - Marc Marconi
- **Guests**
  - Joe
  - Eric
  - Genoveva
  - Paul
  - John

**1) Introductions and Chair Report**

**-Cecelia Moreno**

**2) Non-Agenda Public Comment**

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**3) Approval of Minutes – July Meeting**

*Natalie motion, Linda second: Unanimously approved*

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**4) Wayfinding (Action)**

**– Marc Marconi**

- a) Review, possible alterations of, and approval of Wayfinding items

Approval of “A” Signs: Ben motion, Natalie second: Unanimously approved

Approval of “B” signs with outlined changes: Cecelia motion, Linda second: Unanimously approved

**5) The App (Action)**

**– Marc Marconi**

- a) Required changes and updates of the Access Hillcrest App

*Motion to cancel the Access Hillcrest app and focus on making the Access Hillcrest website mobile friendly.*

*Motion made by Ben, Natalie second, Unanimously approved*

**6) Marketing Update ( Action)**

**– Marc Marconi**

- a) Recap, set date and review time slots for Marketing campaign

*Direction to focus on Instagram and switch marketing moneys from Uptown news towards Facebook ads. No motions made.*

**7) Hillcrest Community Valet (Information)**

**– Marc Marconi**

- a) Numbers update

**8) Parking Space Additions (Information)**

**– Marc Marconi**

**9) Lunch Loop (Information)**

**– Marc Marconi**

- a) Numbers Update
- b) Brochure Delivery: timeline and locations

**10) Board Seat Nominations (Information)**

**– Marc Marconi**

- a) Eric Fillion, East Hillcrest Business Owner
- b) Bill Hinton, Hillcrest Resident

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## MINUTES: Sept HPC

- Committee Members
  - Benjamin Nicholls
  - Linda Saltzman
  - Natalie Villegas
  - Roy Dahl
- Staff
  - Gerrie Trussell
  - Marc Marconi
- Guests
  - Matt Sanytz

### 1. Introductions and Chair Report

-Cecelia Moreno

### 2. Non-Agenda Public Comment

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### 3. Approval of Minutes – August Meeting

*Motion to approve minutes by Natalie, Second by Linda. Unanimously approved.*

### 4. Wayfinding (Action)

– Marc Marconi

- a. Review, possible alterations of, and approval of Wayfinding items

*Motion to approve "A" signs and to approve "B" signs with outlined changes by Ben, Second by Natalie. Unanimously approved.*

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5. **Marketing Update (Action)** – Marc Marconi  
a. Review and approval of Valet & DMV parking ads on Facebook & Instagram  
*Direction to spend up to \$100/month advertising for the Park Free @ DMV and Hillcrest Valet campaigns on Facebook and Instagram. No motions made.*
6. **Parking Space Additions (Action)** – Marc Marconi  
a. Top parking alterations list updates and additions  
*Motion to approve three new items to be added to the top-10 parking alterations list by Ben, seconded by Roy. Unanimously approved.*
7. **Normal Street Action Plan (Action)** – Benjamin Nicholls  
*No motions made.*
8. **The Website (Information)** – Marc Marconi  
a. AccessHillcrest.com website updates and plans
9. **Hillcrest Valet (Information)** – Marc Marconi  
a. Numbers Review
10. **Lunch Loop (Information)** – Marc Marconi  
a. Numbers Review and Tri-fold feedback
11. **Elections (Information)** – Marc Marconi

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## MINUTES: October 2017 HPC

### ❖ Committee Members

- Benjamin Nicholls
- Cecelia Moreno
- Natalie Villegas
- Roy Dahl

### ❖ Staff

- Gerrie Trussell
- Marc Marconi

### ❖ Guests

- Miah Earn
- Howard Haimsohn
- Eric Fillion
- Brittany Bailey

#### 1. Introductions and Chair Report

-Cecelia Moreno

#### 2. Non-Agenda Public Comment

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#### 3. Approval of Minutes – September Meeting

*Motion by Roy, Second by Natalie. Unanimously approved.*

#### 4. Deco Bikes (Action)

– Marc Marconi

*Motion to have all suggested Deco Bike locations off street and on sidewalk, and to only allow one rack on Third (by UPS Store), made by Ben, Second by Cecelia. Unanimously approved.*

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**5. Parking Alterations (Action)**

**– Marc Marconi**

*Motion to purchase meters for Seventh Ave. East side of 7<sup>th</sup> between University & Robinson in commercial area only and for southern half of 7<sup>th</sup>, north of University in commercial zone. Motion by Cecelia, Second by Ben. Unanimously approved.*

**6. Advertising Plan and Actions (Action)**

**– Marc Marconi**

*No Motions made.*

**7. November and December HPC meeting date changes (Action)**

**– Marc Marconi**

- a. November HPC scheduled for Thanksgiving
- b. December HPC scheduled between Christmas & New Years

*November HPC meeting moved to 11/30 at 3pm. December HPC date tentatively moved to 12/21, but to be discussed further at November meeting. No Motions made.*

**8. Elected Officials (Info)**

**– Marc Marconi**

- a. Who represents us where and who to contact

**9. Valet (Info)**

**– Marc Marconi**

**10. Lunch Loop (Info)**

**– Marc Marconi**

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## **MINUTES: November 2017 HPC**

### **❖ Board Members**

- Cecelia Moreno
- Eric Fillion
- Linda Saltzman
- Miah Earn
- Natalie Villegas
- Roy Dahl

### **❖ Staff**

- Gerrie Trussell
- Marc Marconi

### **❖ Guests**

- Tim Gahagan
- Linda Culp
- Chris Kluth
- Brandy
- Brittany Bailey
- Tanner French

### **1. Introductions and Chair Report**

**-Cecelia Moreno**

### **2. Non-Agenda Public Comment**

- a. Comments are taken from the public on items not on the agenda; time limit of three (3) minutes per speaker

### **3. Approval of Minutes – October Meeting**

*Motion to approve by Linda, second by Mia, Unanimously approved*

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**4. Dead Driveways RFP (action)**

**– Marc Marconi**

- a. Review of Dead Driveway refills

*Motion to recommend to board filling of all 6 UCPD identified Dead Driveway fillings by Linda, second by Mia, Unanimously approved.*

**5. Hillcrest Parking Alterations (action)**

**– Marc Marconi**

- a. Updated Parking Alterations list for November with Dead Driveway additions

*No motions made – Recommend to board*

**6. December HPC possible reschedule (action)**

**– Marc Marconi**

- a. December meeting scheduled 12/28, between Christmas & New Years

*No motions made – Meeting to be held Dec. 21*

**7. Normal Street (info)**

**– Benjamin Nicholls**

*No motions made - Action plan to be created*

**8. City “The Mayor’s” Bike Lanes Review (info)**

**– Marc Marconi**

- a. Review of entire City Bike Lane City Council approved plan

*Motion recommending to board reconsideration of midblock lighting and landscaping, i.e. soft-scape, for extraordinary maintenance of SANDAG bike lanes by Roy, second by Cecelia, Unanimously approved.*

**9. Construction Update (info)**

**– Marc Marconi**

- a. University Ave Pipeline Replacement Project Update

**10. Wayfinding Update (info)**

**– Marc Marconi**

**11. Marketing Review (info)**

**– Marc Marconi**

**12. Valet (info)**

**– Marc Marconi**

**13. Lunch Loop (info)**

**– Marc Marconi**

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## **MINUTES: February 2018**

### ❖ **HPC Board Members in attendance**

- Cecelia Moreno, Ben Nicholls, Linda Saltzman, Miah Earn, Natalie Villegas, Roy Dahl, Eric Fillion

### ❖ **UCPD Staff**

- Gerrie Trussell

### **Introductions and Chair Report**

**Cecelia Moreno**

Moreno, notes that negative Facebook posts are occurring due to the new meters installed on 7th.

### **Non-Agenda Public Comment**

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Dahl asked for an update on Essex and Vermont – work orders have been turned in, waiting for stripping

### **Approval of Minutes – January Meeting**

**Nicholls/Moreno**

**Valet,** The contract with Blue Water Valet has been canceled as of 3/31/18 for the 5th Ave and University Ave. locations

**Lunch Loop** – Use update and shuttle route discussion, included a slide of current and proposed route for direction. The Contract renewed for \$ 75K expiring on 1/31/19

The committee would like to explore additional services and routes. A need was repeated for Friday, Saturday evenings and Sunday morning to accommodate travel to Park. Item to be addresses on the March agenda.

**Wayfinding signage-** RFP extended until 3/16/18 to receive as many bids as possible, Graphic Solutions is assisting with RFP gathering. UCPD requested G.S. send to optimum local companies for bids.

**Normal Street Park-** Identified as a priority by HPC a meeting has been set up by UCPD on 3/9/18

The meeting will establish partners and process for moving forward and funding the project.

The Normal Street Park may increase parking by up to 85 spaces.

**Hillcrest Parking Garage** – Gateway Group expressed a need to have UCPD fund a needs assessment. The HPC discussion included a previous study though not specifically an Economic Impact report. The committee further felt strongly that Gateway does not have enough of the acquisitions in place to proceed. Gateway Group has changed the holding of the possible garage to one owned by the City of San Diego managed by UCPD. With parking garage revenue down, no further discussion to move forward was recommended.

### **Abandoned Vehicle Initiative Pilot**

Trussell reported that an Abandoned Vehicle Initiative could become a UCPD Pilot program.

The issue has been cited in other UCPD communities as a priority. Hillcrest is not impacted as much as others in the district. Working on parallel tracks with enforcement to remedy the issue.

### **No Park Signage**

Concerns were also expressed for standardizing the policies and procedures for No Park signage. A uniform lettering clearly stating the hours and days of week are needed many are unreadable and cause parking loss as a result. Heavy Equipment are also a concern and result in parking loss with no contact information.

**Hillcrest FY 19 Budget Session** – The committee reviewed FY 18 allocations and FY 19 proposed projects to determine a draft Hillcrest Parking budget – Final attached

## **MINUTES: June 2018**

### **❖ HPC Board Members in attendance**

- Cecelia Moreno, Linda Saltzman, Roy Dahl, Eric Fillion, Natalie Villegas, Miah Earn

**Excused:** Ben Nicholls

### **❖ UCPD Staff**

- Gerrie Trussell, Carolyn Osorio

### **❖ Guests**

- Tanner French, Liz Studebaker- City of San Diego , Brittany Bailey- Councilmember Ward Rep, Alex Esposito- Free Ride, Pam & Harry Schwartz- Ace Hardware, Don Holmes- Sushi Deli, Glen Younger- Grah Security, Peter Raymond-BHNPC, Susan McNeil Schreyer-MHPAC

### **Introductions and Chair Report**

**Cecelia Moreno**

### **Non-Agenda Public Comment**

Roy Dahl, requested a timeframe for the parking conversions relating to diagonal striping 3754 Vermont St. French and Trussell will do a site visit and create a work order, if possible.

### **Approval of Minutes – May 24<sup>th</sup> 2018 Meeting**

**Dahl/Fillion**

**Free Ride Uptown Shuttle (FRED)-** The sub-committee received information from City staff and Alex Esposito from Free Ride. The discussion centered on the possibility of expanding the FRED demand shuttle service into Uptown. Currently FRED serves downtown and if interested the UCPD can allocate funds for the expansion. This project is in response to the City's Climate Action Plan and serving the public with alternate mobility options. The City would also commit a portion of their 55% to the project resulting in a lower cost for the UCPD to participate. The sub-committee had many questions regarding operations, rider analytics, pooling and down time for charging. The committee was also interested in finding out more details and if UCPD would contract directly, where the carts would be allocated, charged and stored. Dahl thanked Esposito for responses to his questions and was encouraged that new metrics for ride aggregation are being pursued. FRED currently experiences approx. 15K riders monthly downtown with 22 vehicles. Plans are to expand from 22 to 30 vehicles, over the coming year. HPC would contribute \$250K and UCPD \$500K total for 10 car services.

**The committee recommended that the item be sent to the UCPD Board for vote** **Dahl/Earn 5y-1n(Moreno)**

**Hillcrest Shuttle / Lunch Loop-** A rebrand, and expansion of the current Lunch Loop shuttle was discussed. The committee considered the newly suggested route and name change to encourage additional ridership. The committee would like to explore additional weekend services and a east Hillcrest route. A contract amendment with Rec Rentals for approx. \$33,500., a name change and route change for the M-F services is advised.

**The committee recommended that the item be sent to the UCPD Board for vote**

**Fillion/Dahl**

**June HPC Minutes continued:**

**4100 Normal St. lot Lease-** Education Ctr, Parking Lot, the committee voted to take advantage of the opportunity to lease the lots at 4100 Normal St. Saturday & Sundays at \$26 per hour, \$156. per day, \$15,600. per year, 9am-3pm.

**The committee recommended that the item be sent to the UCPD Board for vote** **Moreno/Fillion**

**Community requested parking conversions (action)** **15 min** **Trussell**

**Ace Hardware, 10<sup>th</sup> Ave. current:** 11- 2 hour metered spots and one 30 min, request to change up to three additional spots to 30 min.

**Convert three, two hour, metered spaces to 30 min spaces approved** **Dahl/Earn 5y-1n (Moreno)**

**CB & Trust:** abandoned driveway request to add meter for parking use. **Moreno/Dahl**

**MTS stop at Fifth Ave /Rite Aid:** Discontinued Bus stop, remove red, stipe and meter. **Moreno/Villegas**

**Ever Bloom Florals at 508 University Avenue current:** two, two hour, metered parking spots. Request to convert to 15 or 30-minute parking only. Committee approved one, meter converted to 15 min. **Saltzman/Earn**

**3823 Fifth Avenue Current:** red zone, replace the yellow 24 hr loading that was removed. Petitioned by La Vecindad, Luigi Vera's, Espettos and Pho **Fire changed the curb color for safety reasons.** **No Action**

**3932 Third Avenue, current:** residents painted curb red, change to motorcycle or small car parking. **Earn/Dahl**

**Change multi pay stations on Normal for single head meters.** **Saltzman/Earn**

**Executive Director Report.** Trussell introduced and welcomed Carolyn Osorio, Hillcrest Communication Specialist. Carolyn has already begun to revamp the Access Hillcrest website and social media accounts.

Trussell will draft a new Hillcrest Top Ten Parking Alteration requests to be given to the City for review.

**Adjourn 4:20**