

MINUTES: July 26, 2018

❖ HPC Board Members in attendance

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

Excused: Cecelia Moreno

UCPD Staff

- Gerrie Trussell, Carolyn Osorio

❖ Guests

- Tanner French, Liz Studebaker- City of San Diego, Brittany Bailey- Councilmember Ward Rep, Alex Marin- T Deli/Brick Bar, Glen Younger- Grah Security, Jeff Pittrof-Cohn Restaurant Group, Tyler Hanson- Rec Rentals

Introductions and Chair Report

Non-Agenda Public Comment

Roy Dahl, requested a timeframe for the parking conversions relating to diagonal striping 3754 Vermont St. Earn informed the committee of the Upcoming HTC Spring Fling taking place at the Brick Bar.

Approval of Minutes – June 28th 2018 Meeting

Dahl/Earn

Vacant Seat / Election Timeline

The committee discussed filling the business seat vacated by Eric Fillion, who closed his business and resigned from the HPC and UCPD Board. The HBA can appoint a Hillcrest Business representative to the UCPD Board or hold a general election. The Executive Committee will review the procedures outlined in the bylaws and consult with the HBA.

Community requested parking conversions

Nicholls/Villegas

Grah Safe & Lock, 10th Ave. requested to change up to three additional spots to 30 min.

currently: Seven, two hour metered spots and four 30 min. The City of San Diego also received a request from MTS to delete the first angle parking space citing safety turning issues and a traffic accident at the location. The Cohn Group representative relayed the 30-minute spaces were a detriment to restaurants. Nicholls recommended changing the meter times to reflect 8am-6pm enforcement. The committee felt that every parking space is essential and would like to counter the MTS request, the item will be discussed further at the Executive Committee. A compromise was proposed if MTS is granted the space, then request to change the second two spots to 30-minute parking and change the enforcement times to 8am-6pm.

Hillcrest Shuttle / Lunch Loop

A shuttle discussion revolving around the renaming and rebrand the weekday and new weekday shuttle, signage for shuttles, stops and leased lots. Access Hillcrest was the chosen name for the shuttles. The committee explored and confirm the new routes for both, M-F 11am-2pm & Sat, Sun 9am-2pm, free hop on and off service. The SDUSD lots are a desired stop and lease location. Vehicle and sign samples were reviewed. Staff to bring promotional samples to committee next month.

Executive Director Report-Trussell

Wayfinding signage is moving forward Placemaking was approved and meetings are scheduled with our DSD liaison to pursue permitting.

Video segments “Get It Done” -no updates

New Hillcrest Top 11 was provided to committee and the City for review

San Diego Parking Advisory Board update consisted of information that the SDPAB is moving forward with a plan that would allow residents to park across their driveways. City staff has been asked to offer a procedural way to achieve.

Adjourn

❖ **HPC Board Members in attendance**

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

Excused:

UCPD Staff

- Gerrie Trussell, Carolyn Osorio

❖ **Guests**

- Tanner French, Peter Raymond

1. Introductions and Chair Report

Cecelia Moreno

2. Non-Agenda Public Comment

- 6 new parking spots on 3600 block of Vermont.
- Miah Earn requested a check-in on residential project on Essex/Vermont regarding permitting and curb cuts.
- Linda Saltzman requested information for justifying amount of Hillcrest Shuttles operating.
- Linda Saltzman requested ruled/regulations for electric scooters in the neighborhood. It was decided to add an education and enforcement discussion to next month's agenda.

3. Approval of Minutes – July 26th 2018

4. Community requested parking conversions

- 3600 Fifth Avenue - adding two hour parking meters (4 regular, 1 handicap) and bike routes
(Moreno/Saltzman)
- Fifth Ave between Pennsylvania and Brooks - add single meter
(Dahl/Earn)
- Vermont and Robinson corners - excessive red curb will be painted grey
(Dahl/Earn)

5. Access Hillcrest

New logo designs presented for Access Hillcrest rebranding were discussed, feedback from committee included changes:

- a. Adjustment of 'location pin' in design to end of logo instead of in the word Hillcrest
- b. Access difficult to read with newer fonts - adjusting fonts back to original Hillcrest branded fonts

Next Door zone liaisons needed for communications regarding shuttle, transportation efforts

Miah Earn and Natalie Villegas volunteered

ADA Accessibility of Hillcrest Shuttles - Gerrie Trussell to check and confirm

6. DMV proposed plan recommendations

Two major issues were discussed: the fence line proposal and PA system volume

Blocking off the lot with a fence would significantly change the street environment, violating EIR requirements for project

DMV plan includes honoring current lot leases (i.e. Park Free at the DMV program)

Loss of parking spaces

Suggestion to investigate subterranean parking options

Letter addressing three main concerns (loss of community asset, inclusion of safety lighting for nighttime, and the loss of parking spaces) will be written by Gerrie Trussell and signed off on by Chair before being sent to Executive Committee.

7. Executive Director Report

Project Updates and workplan discussion FY 18

Trussell

Wayfinding signage - schedule off but moving forward

Video Segments - received contact information for Aloha Taylor

Hillcrest Top 11 - Majority are done with 5, 6, 9, and 10 currently in progress. 8 and 11 were approved via motions in this HPC meeting and will move forward.

Adjourn

❖ **HPC Board Members in attendance**

- Ben Nicholls, Linda Saltzman, Roy Dahl, Natalie Villegas

Absent: Miah Earn, Cecelia Moreno

❖ **UCPD Staff**

- Gerrie Trussell, Carolyn Osorio

Introductions and Chair Report

Nicholls

Non-Agenda Public Comment

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

Approval of Minutes – August 23rd 2018

Hillcrest transportation and parking options: There was a request from businesses to the HBA have shuttle service on Halloween night to accommodate increased crowds. Using the shuttles for this would function as a pilot program for future acute events/holidays with additional neighborhood traffic. Item proposed to be placed on the agenda for the Board to approve.

Nicholls

Private lots / Employee parking: The HBA presented a project for UCPD to find parking lots offering long term leases to serve as a business resource for Hillcrest businesses with employee parking needs. Motion to move this proposed project for the UCPD to the Board was presented by Nicholls.

Nicholls/Saltzman

Marketing collaboration with HBA & HFM: Fabulous Yourself campaign joining the Fabulous Hillcrest, Access Hillcrest, and Hillcrest Farmers Market brands. Hillcrest Shuttle marketing including measurables, and promotional avenues. Dahl presented motion to have a Marketing sub-committee meeting to address tourism industry target market.

Dahl

Access Hillcrest: UCPD presented updated signage and route information with promotional strategies and printed collateral concepts.

No action taken

DMV proposed plan recommendations: No current next steps, waiting for news/new concept announcement from DMV and Todd Gloria's office.

No action taken

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Executive Director Report

Video segments “Get It Done”: Videographer discussions underway.

New Hillcrest Top 11: No new updates, new map coming next month.

Scooter regulations, education and enforcement: The City and representatives from Bird have implemented new safety procedures.

Adjourn

Nicholls/Villegas

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❖ **HPC Board Members in attendance**

- Miah Earn, Linda Saltzman, Roy Dahl, Natalie Villegas
- Excused:** Benjamin Nicholls, Cecelia Moreno

❖ **UCPD Staff**

- Gerrie Trussell, Carolyn Osorio

❖ **Guests**

- Tyler Hanson, Patrick Santana, Brittany Bailey

Introductions and Chair Report

Non-Agenda Public Comment

Approval of Minutes – September 27th 2018

Fenton Lot Lease: UCPD has been put in contact with the owners of the Fenton Lot adjacent to the Hillcrest Farmers Market. UCPD can negotiate to lease the lot for additional parking, after the New Year. The Committee discussion was not in favor of pursuing at this time. Concerns regarding improvements needed, permits and allowable use. IT was also confirmed the property is currently listed for sale. **No action taken**

November HPC Conflict: HPC made the decision to skip November meeting and combine it with December on a new date – December 6th, 2018.

Halloween Shuttles: After receiving requests from businesses for a special Halloween Shuttle service, UCPD booked and confirmed additional shuttles for the night of October 31st. **No action taken**

Access Hillcrest Shuttle Routes: HPC went through both the weekday and weekend shuttle routes on provided shuttles from Rec Rentals. **No action taken**

Normal Street Promenade: Brittany Bailey from the City met HPC members at Normal Street to discuss the continued partnership between UCPD, HBA, and HPC. Brittany explained some of the difficulties with land easements and the necessity of keeping the space as a usable road. Additional parking will be added to Normal Street with the project and Brittany and UCPD decided to add Normal Street Promenade updates to all HPC Agendas moving forward.

Adjourn

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❖ **HPC Board Members in attendance**

- Miah Earn, Linda Saltzman, Roy Dahl, Natalie Villegas, Benjamin Nicholls, Stefan Chicote
- Excused:** Paul Smith

❖ **UCPD Staff**

- Gerrie Trussell, Carolyn Osorio

❖ **Guests**

- Bill Keller, Patrick Santana, Brittany Bailey

Introductions and Chair Report

Non-Agenda Public Comment

Hillcrest Farmers Market: Nicholls presented - SDPD removing median parking/denying new permit beginning January 1, 2019. Ben put forward a motion to place on Board Agenda. **Nicholls/Earn**

Driveway Parking: Bill Keller presented his activism on behalf of allowing people to park in front of their own driveway to allow additional parking. UCPD is looking into possible partnerships/next steps.

Approval of Minutes – October 25th 2018

Dahl/Saltzman

HBA Appointment, Business Seat: According to bylaws, HBA is allowed to nominate the vacant business seat and Benjamin Nicholls nominated Paul Merrow (Owner, The Merrow) who was unanimously approved.

HPC Chair: HPC unanimously approved Natalie Villegas to be the new committee chair.

Dahl/Nicholls

Halloween Shuttles: Recap of cost and ridership for special Halloween Shuttle allocation.

No action taken

Access Hillcrest Shuttle Route Cards: UCPD presented success of previous route card distribution and requested funding for additional shuttle card order. Villegas presented a motion to ask the full board, motion passed unanimously. **Villegas**

Normal Street Promenade: Brittany Bailey from the City gave an update, including an outreach schedule document and additional update memo including media and meeting outcomes. Important future dates: City Council CIP vote - December 11, 2018. SANDAG Transportation Committee - December 14, 2018. Uptown

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Planners Subcommittee on Public Facilities workshops – January 22, 2019 and February 19, 2019. Uptown Planners Full Board Presentation (UCPD/HPC attendance requested) – March 5, 2019. **No action taken**

Executive Director Report

Wayfinding signage: Being installed next week. 5th Ave and Normal Street kiosk layout coming in January.

Video segments “Get It Done”: Videographer discussions still underway.

New Hillcrest Top 10: New conversion candidates were unanimously approved for consideration.

Adjourn

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❖ **HPC Board Members in attendance**

➤ Natalie Villegas, Miah Earn, Linda Saltzman, Roy Dahl, Benjamin Nicholls, Paul Smith

Excused: Stefan Chicote

❖ **UCPD Staff**

➤ Gerrie Trussell

❖ **Guests**

➤ Patrick Santana, Brittany Bailey

N. Villegas opened the meeting and Introductions were made 3:00pm

Non-Agenda Public Comment

Approval of Minutes – December 6th 2018

Saltzman/Earn

Access Hillcrest Shuttle: The committee requested verified ridership numbers. New signage for back of carts will be discussed after existing top signage is utilized. No action was recommended

Mardi Gras Shuttle Sponsorship:

Nichols asked the committee to use the Mardi Gras event to promote the shuttle service. A bus sponsorship w/handout and banners were recommended up to \$1500.00

Earn/Saltzman

Normal Street Promenade: Brittany Bailey, from Councilmember Ward's office provided the committee with and update, format and details for the Normal Street Workshop, hosted by the Uptown Planners January 24th 6pm. Dahl reported the project is included in the Community Plan (CP). Nicholls informed the committee that the community has worked for years in efforts to move forward. It was in the 1988 CP and the 2015CP.

B. Bailey detailed the workshop parameters and there will be three workshops in total. First 1/24/19 gather design ideas, second workshop 2/20/19 will bring back popular design elements and request programming ideas. The third workshop will be to assess all feedback and the Uptown Planners will vote on the project March 5th. SANDAG and Councilmember Ward are taking the lead and will facilitate.

Hillcrest Kiosks: Trussell explains the proposed Hillcrest Kiosks are ready for map layout. The committee felt strongly one side will feature an area map and the reverse will be a community bulletin board. HBA to receive the keys and will service/supply the community bulletin information. One location is the Hillcrest Pride Plaza Kiosk, the other location is 5th /University Avenue Kiosk. Nicholls suggested using an existing map with call outs that coincide or are consistent with the newly installed wayfinding signs.

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Workplan and Budget Items FY 20: The HPC engaged in project and activity discussion and will place budgeted amounts at the next HPC. The draft budget are due to the Board for approval on March 11th.

Wayfinding signage: The 12 signs have begun to be installed. The signs needed to be removed, cleaned, lettered and coated in the plant due to rain and weather. Coastal Signage working diligently to install. The P's will begin next week. Many very positive responses have come in relating to the sign, styles, information and Community element.

Video segments “Get It Done”: Trussell reported the video will include Mariam as talent feature. A shoot concept was briefly discussed. The committee felt the app “Get It Done” may not be working and they hazard to promote a City app not performing to its potential. Project placed on hold, shoot cancelled.

Scooter Education-Bike Racks: Briefly discussed the possibility to stencil scooter parking in red zones or use existing bike parking vacated by Decco bikes. The committee discussed its role in education. No action

Adjourn 4:10pm

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HPC Board Members in attendance

- Natalie Villegas, Linda Saltzman, Roy Dahl, Benjamin Nicholls, Paul Smith

Excused: Miah Earn, Stefan Chilcote

UCPD Staff

- Gerrie Trussell

Guests

- Patrick Santana, Peter Raymond

N. Villegas opened the meeting and Introductions were made 3:00pm

Non-Agenda Public Comment

Non-Agenda Public Comment: The HTC will hold a meeting to discuss parking. UCPD requested to do public engagement activities. Deco Bike Racks are still present and need to be removed.

Access Hillcrest Shuttle: The committee requested verified ridership numbers. Several of the committee have been doing independent audits on ridership. The conclusion was to not renew the Hillcrest shuttle at the end of the contract terms in June.

Dahl/Saltzman

Workplan and Budget Items FY 20: The HPC engaged in budget, project and activity discussions for the upcoming fiscal year. Data and parking inventory compilation, education and communications, meter revenue update, PAD (Parallel Across Driveways) Pilot were all agreed at FY20 workplan items. **Saltzman/Dahl**

Hillcrest Kiosks: The committee reviewed several map layout designs, choose graphic ideas to represent key areas on the map as well as call outs for areas of distinction. Trussell will bring back a proof prior to the next meeting for review. The committee asked to respond in a timely manner. The committee further wanted a full review prior to print, accuracy is the priority not completion of the project. To select proper placement of the kiosks, a site visit with Nicholls, Villegas and Trussell will begin at Normal Street at 9am on Friday, March 29th, all are invited.

Scooter Education-Bike Racks: Briefly discussed the possibility to stencil scooter parking in red zones or use existing bike parking vacated by Deco bikes. The committee discussed its role in education and site selection.

ED Report: Trussell explained Carolyn Osorio was terminated as the part time Hillcrest Communication specialist.

Adjourn 4:10pm

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HPC Board Members in attendance

- Natalie Villegas, Linda Saltzman, Roy Dahl, Benjamin Nicholls, Paul Smith

Excused: Miah Earn, Stefan Chilcote

UCPD Staff

- Gerrie Trussell

Guests

- Patrick Santana, Bill Keller, Tanner French

N. Villegas opened the meeting and Introductions were made 3:00pm

Non-Agenda Public Comment: Bill Keller voiced a concern regarding the 72 hour parking/towing City policy- deemed unfair would explore boot option and placed on a future agenda.

March 28th minutes approved

Nicholls/Villegas

Chilcote Resignation: Must reevaluate his time commitments.

Dahl/Saltzman

Santana Nomination, to assume Hillcrest business seat. Peter has a business license within the UCPD boundaries of Hillcrest, Trussell and Nichols confirmed eligibility. **Villegas/Saltzman**

Hillcrest Kiosks: The committee reviewed the map revisions and made layout selections.

Micro-modal Parking Stencils: Santana provided a Google Map outline for proposed locations. The committee requested the draft be sent to the HBA, HTC, Center and anyone else, prior to turning it in to the City as recommendations. Commenting period will go through May 15th.

DMV Lease: The lease amount is increasing from \$250.00 per month to \$1500.00. Trussell is working with State legislatures to try to get reduced. \$1500.00 is not in the budget for remaining FY19 or FY20.

PAD (Parallel Across Driveways): Trussell will begin at City with the Active Transportation and Infrastructure Sub-Committee.

Adjourn 4:15

HPC Board Members in attendance

- Natalie Villegas, Linda Saltzman, Miah Earn, Roy Dahl,

Excused: Paul Smith Benjamin Nicholls,

UCPD Staff

- Chris DeMoville

Guests

- Patrick Santana, Peter Raymond, Randy Goodson, Albert Rossmeier, Kendra Sitton

N. Villegas opened the meeting and Introductions were made 3:00pm

Non-Agenda Public Comment

Non-Agenda Public Comment: L. Saltzman is concerned with the lifting of the 72-hour towing violation being lifted by AB-516, currently being discussed at the California legislature.

Approval of April 2019 Minutes: The committee moves to approve the April 2019 minutes on consent.

Dahl/Saltzman

4th & 5th Avenue Bikelanes: The HPC engaged in discussion regarding the loss of parking spaces along caused by the upcoming 4th and 5th Avenue bikelanes. L. Saltzman is concerned that 36 spaces are being lost. R. Dahl believes that number needs to be verified. P. Santana notes the outreach SANDAG conducted, and the low usage of multiple parking structures in Hillcrest found in the same area.

Motion: for UCPD to withhold all funding for upcoming SANDAG projects until this parking loss is addressed

Saltzman/Villegas (Votes for: 1; Votes against: 3) Motion Fails

Motion: for staff to coordinate arrange a SANDAG presentation at an upcoming HPC meeting

Saltzman/Dahl (Unanimous)

Meter Requests: Motion: to add meters to along the north side of the 1200 block of University, and for staff to begin coordinating the necessary studies to add time limited signage along 1200 Cleveland. **Earn/Dahl**

Hillcrest Kiosk Map Graphic Selection: Tabled until July.

DMV Lease: Motion: to continue paying DMV lease while requesting staff to continue ongoing negotiations for a lower rate. Dahl/Earn

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Scooter/Bike Stencils: the committee would like to see larger stencils.

Workplan and Budget Items FY20: the committee would like to see detailed data analysis regarding meter occupancy rates before initiating any further changes. The committee tasks staff with providing that information at an upcoming meeting.

Adjourn 4:08pm

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HPC Board Members in attendance

- Linda Saltzman, Roy Dahl, Ben Nicholls

Excused: Natalie Villegas, Paul Smith, Miah Earn

UCPD Staff

- Gerrie Trussell

Guests

- Patrick Santana, Cecelia Moreno

Trussell opened the meeting and Introductions were made 3:00pm

Non-Agenda Public Comment

Committee Approved May Minutes

Dahl/Nicholls

HBA Appointment Nomination Santana: The appointment will be ratified at the next UCPD Board Of Directors meeting. Moreno and Saltzman engaged Santana in discussion of his affiliates, and other organizations he participates with.

Nicholls/Dahl 3Y/1N/1A

Hillcrest Kiosk Map Graphic Selection: The HPC did not approve the final map design and will keep in committee until additional changes and layouts can be agreed upon. Santana and Nicholls will work on.

Approval of Marketing Campaign Elements: Nicholls presented a collaborative campaign for the UCPD, HBA and HFM. The project will utilize radio, print and billboards. The committee felt strongly the UCPD should be represented in every piece with parking info. i.e. Park Free at the DMV tagline. The committee will work to assist in content and approved \$35,000.00 in funds for the campaign.

DMV Lease: Trussell reported the negotiations are still not progressing and the UCPD has been out of contract since March. The requested \$1500.00 per month is over 600% increase from the previous rental rate of \$250.00. Nicholls believes it will make a news story, Trussell will continue to advocate for a better rate.

4th & 5th Bike lanes: Saltzman is frustrated at the lack of information coming from SANDAG and staff. Trussell explains the bike-lanes have not gone out to bid so no plans are available as voiced by the SANDAG attorney. Moreno notes the lawsuit filed in North Park.

Normal Street Promenade update: Nicholls has met with area stakeholders. The friends committee is looking at active and passive programming.

AB-516: The state legislature is revoking the option to tow vehicles after 72 hours, as a result of expired registration and or outstanding tickets. The bill passed the senate. A response has been issued by UCPD requesting added airport overlay zones or the possibility of operational devices i.e. boot or barnacle. The pro side insists the fees resulting from towing expenses put many at risk of homelessness and financial hardship.

Adjourn 4:28pm

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