



THE CITY OF SAN DIEGO

PARKING ADVISORY BOARD MEETING MINUTES

June 17, 2010

**Civic Center Plaza
1200 Third Avenue, 14th Floor
San Diego, CA 92101**

Board Members PRESENT	Board Members NOT PRESENT
Frank Alessi Paul Robinson Cindy Lehman Richard Stegner John Pilch Tom Brady John Cunningham Ernestine Bonn Jay Riordan Linda Stanley Jennifer Finnegan	Michael McNeill Roger Lewis

CITY STAFF
Meredith Dibden Brown, CPCI - OSB - Community Parking District Program Beth Murray, CPCI - Economic Development Victoria Joes, Office of the Mayor Mark Rogers – E&CP - Transportation Engineering Operations Janice Aud, Parking Enforcement Supervisor

OTHERS
Carol Schultz, Uptown Partnership Christopher Gomez, Little Italy Association

1. Roll Call and Introductions

Vice Chair John Pilch called the meeting to order at 3:02 p.m. and advised the attendees that the Chair was detained at a meeting and would be arriving shortly. Attendees introduced themselves. Chair Frank Alessi arrived at 3:26 p.m.

2. Approval of Minutes

Minutes from May 20, 2010 were approved with one correction to Item 1 to note that the Vice Chair (not the Acting Chair) called the meeting to order.

Motion: John Cunningham / Second: Cindy Lehman. Passed with one (1) Abstention – Paul Robinson.

3. Public Comment (non-agenda)

Mark Rogers from Transportation Engineering noted that the amendments to the Pedicab ordinance had passed with the second reading of the ordinance on the last Tuesday. The local ordinance does not include a requirement for operators to possess a driver's license but that issue is being addressed at the State level but that law has not yet changed. However, operators are required to obtain a City permit which is a picture I.D. and the City is required to be named as an additional insured on the insurance.

4. Administrative Items

- a. None.
- b. None
- c. See agenda items for information from City staff. No changes to staffing or assignments in CPCI however Victoria Joes, from the Mayor's office, is working with us now on the analysis related to the Plan and new technology meters. Kenneth So is the new advisory attorney from the City Attorney's office and he is working with us to develop more information or guidelines regarding the use of parking meter funds.
The County Grand Jury report on the Uptown Partnership and the Uptown Community Parking District was received two days before the FY2011 CPD Implementation Plans and Budgets were scheduled for the Public Safety & Neighborhood Services Committee. In order to provide the Mayor and Council time to review and respond to the Report, the Plans and Budgets were continued to the PS&NS meeting on July 28, 2010. In the meantime, the existing agreements are being extended by 90 days which can be accomplished by mayoral action.
Staff has no information at this time on any new or additional appointments to the Board. Carol Schultz provided additional detail on the City process to respond to the report.
- d. None.

5. Information- Updates

- a. Downtown CPD – Nothing new.
- b. Uptown CPD – The Pernicano's parking lot on 6th Avenue is now open and has about 36 spaces.

- c. Mid-City CPD – Nothing new including no movement on angle parking in University Heights.
- d. Pacific Beach CPD – None
- e. La Jolla CPD – Tom Brady, as a member of the La Jolla Traffic and Transportation Committee, commented that the committee is still considering changes in local parking time limits from one hour or two hour limits to 90 minutes. They would possibly survey the businesses on this. The Committee is also working with the City to change green/red zones to free up more parking. To date about 45 spaces have been created with the potential of 60 spaces in total.
- f. Old Town – Nothing new.
- g. Council Districts 1 through 8 – Tom Brady (CD1) had no additional comments. John Cunningham (CD2) had no additional comments. Ernestine Bonn (CD3) discussed a local shuttle service whereby customers could park in the North Park garage for \$5 and then ride a shuttle around Norma Heights, North Park and University Heights. The operator has suspended the two pilot programs to obtain neighborhood input and seek more funding. UHCDC is considering using the service for a Taste event in September. CD 4 – Vacant. Jay Riordan (CD5) indicated nothing new to report. Linda Stanley (CD6) noted there would be a run-off election for the Council seat. Jennifer Finnegan (CD7) reported that the increased red curb is aimed at increasing visibility and reducing accidents on El Cajon Blvd. Some businesses are likely to request time limits but no new meters. CD8 – vacant.
- h. Community Planning Committee – John Pilch noted that he is termed out.
- i. BIDC – Vacant though Jennifer Finnegan as a member of the BIDC noted that if the previous nominee is not supported then upon such notification the BID Council will suggest another delegate.
- j. At-large Representative – Paul Robinson had nothing of any significance to report.

6. Prioritize Items for future Consideration/Action by the Board

Meredith Dibden Brown discussed the process for compiling the issues and the ranking to date. It was agreed that staff would include all the suggestions in a final list to be re-distributed for the board members to rank again with the request to focus on their top 10 items. Staff would also combine like items. There was also a request to have the appropriate City staff attend a future meeting to provide information on red curbs.

7. Affordable Housing Parking Study Stakeholders Group

John Pilch, as the Parking Advisory Board representative to the Affordable Housing Parking Study Stakeholders Group, advised that there is no meeting scheduled until September 2010. A consultant has been hired by the City to facilitate the study and the focus of first workshop was overly broad. He also indicated that he had heard a report on NPR radio concerning the use of parking meters and cell phones in Washington D.C. Staff indicated they would try and locate that information and share via e-mail.

8. Mayor's Five Year Parking Meter Utilization Improvement Plan Update

Meredith Dibden Brown explained (as previously reported) that staff had been working with the City

Attorney's office on the appropriate uses of parking meter funds and will be recommending the designation of Parking Meter Impact Zones to define areas deemed appropriate for the use of parking meter funds for traffic control and management purposes in accordance with San Diego municipal code section 82.08 and 82.09. Parking Meter funds could still be used for parking related expenses in the broader Community Parking Districts.

Staff is still researching and reviewing the elements of the Fiscal Impact section of the Plan. Analysis of meter data requires regular reporting of meter utilization. Tracking of revenues and expenditures requires data which can be aggregated by proposed Parking Meter Impact Zone and Community parking District. Given the existing meter stock of old technology meters, increasing the frequency of the meter reads will likely increase personnel costs since the Meter Operations section is understaffed. Upgrading meters will facilitate data collection but there are additional costs to upgrade and then operate new technology meters.

Staff is working on a proposal, which would likely be with the company under contract to CCDC, to combine the meter data from the three systems and determine utilization rates per meter and per block and to aggregate revenue information by PMI Zone and CPD area. There was general discussion about the uses of parking cards; making it easier to purchase and reload time, and providing incentives to businesses to sell the cards. Richard Stegner questioned what parking funds could be used for once an area is improved.

9. Multi-Space Parking Pay Station Update

The Council item to purchase multi-space meters from Cale Parking Systems USA, Inc. is almost ready to docket, subject to receipt of a revised Equal Opportunity Report based on the Equal Opportunity Plan submitted by Cale on Tuesday. Cale is also helping us research the costs and any alternatives associated with the banking/transaction fees and possibilities for new parking smart cards. Staff advised that one of the cards being researched is the compass card used by SANDAG for local transit which is provided by a local company, Cubic Corporation. Cale has also offered to assist the CPD organizations with locating the new meters.

10. Single Space New Technology Parking Meter Pilot Update

Meredith Dibden Brown advised she had just received a copy of the agreement between the City of Los Angeles and IPS for single space parking systems and then forwarded that to the Purchasing and Contracting Department buyer for review. Once again, the use of new technology results in increased operating costs for communications and credit card transaction and these have to be analyzed as part of the review. However, in the LA agreement there is a provision limiting the cost increase so as to not exceed the increase in revenue resulting from the installation of new technology meters. LA is also using sensors provided through Streetline. Sensors were tested in San Diego as part of the pilot to see how they worked but were not evaluated according to specified criteria. There was discussion about paying by cell phone, which LA is anticipating rolling out in September 2010, however, this relies on each metered space having a unique identifier which is not consistent with pay and display parking. There was also discussion about combining data from different meter systems. Staff is working on a proposal, which would likely be with the company under contract to

CCDC, to combine the meter data from the three systems and determine utilization rates per meter and per block and to aggregate revenue information by PMI Zone and CPD area. Going forward as systems change we would revise the process to combine data as needed.

There was a general question about citations for parking alongside a dead driveway and Christopher Gomez noted that in his experience, DSD sometimes requires a soft build out of the curb though sometimes a sign is sufficient. Janice Aud, from Parking Enforcement, noted that sometimes the citation can be dismissed.

11. Next Meeting Date and Tentative Agenda Items

The next meeting date is July 15, 2010.

Agenda items to include Board priorities.

12. Adjournment

The meeting was adjourned at 4:48 p.m.

Final Approved:	July 15, 2010
Motion by:	John Pilch / Second Paul Robinson
	Approved 10-yes 0-no 1-abstention Roger Lewis
Revisions to Draft:	None
