



THE CITY OF SAN DIEGO

**PARKING ADVISORY BOARD
MEETING MINUTES**

March 15, 2007

City Administration Building
202 C Street, 12th Floor - Closed Session Conference Room
San Diego, CA 92101

Board Members PRESENT	Broad Members EXCUSED	Board Members ABSENT
Cindy Lehman John Pilch Linda Stanley Martin Mosier Frank Alessi	Paul Robinson Polly Gillette	Stephen Russell David Breitweiser

CITY STAFF
Melisa Tintocalis, Community Parking District Program Jeffery Tom, Council District 3 Sam Hasenin, Traffic Engineering

OTHERS PRESENT
Peter Wagner Richard Stegner Carol Schultz Gary Weber Barbara Fulmer John Cunningham Leah Schaeffer Javin Castro Josh Gelfand

1. Call to Order

Martin Mosier, acting as interim PAB Chair, called the meeting to order at 3:04pm.

2. Approval of Minutes

Minutes from February, 2007

Motion: Martin Mosier / Second: John Pilch

Minutes approved as drafted. Passes: unanimously

3. Public Comment (non-agenda)

None

4. Administrative Items

- a. **Board Administrative Items and/or non-agenda comment** - None
- b. **Conflict of Interest Declarations** - None
- c. **City Staff Report** – Melisa Tintocalis reported that the amended PAB Ordinance was still in the City Attorney’s office waiting for approval.

Ms. Tintocalis also reported that the Mayor has not yet made the appointments for the PAB Board.

- d. **Requests for Agenda Revisions** - None

5. Updates from Community Parking Districts

- a. **Downtown** – Frank Alessi stated that Wilbur Smith and Associates was the parking consulting firm selected to conduct the downtown parking management study. The study should take approximately nine months to complete.

Mr. Alessi also stated the City’s pilot parking meter report will be completed by April 5, 2007. Mr. Alessi clarified that there will be two reports generated regarding the pilot program. The first will be drafted by City staff reporting specifically on the new meter technology. The second report will be drafted by DPMG assessing the technique of varying rates and time limits at different metered locations. From both of these reports the DPMG will make recommendations to City Council regarding future parking meter policy for downtown.

- b. **Uptown** – none
- b. **Mid-City** – none
- c. **Pacific Beach** – none
- d. **La Jolla** – Martin Mosier reported that the La Jolla CPD members had drafted a framework for parking management in La Jolla. Mr. Mosier stated the parking management framework was a draft proposal for review and comment by other community groups. Mr. Mosier also stated that the La Jolla CPD invited Professor Donald Shoup to give a lecture to the public on his book The High Cost of Free Parking.

- e. **Old Town** – Richard Stegner reported that the Old Town CPD was in the process of finalizing an RFP to request a study on the feasibility of a parking structure in Old Town.

7. Flexcar Discussion

Josh Gelfand, General Manager of Flexcar in San Diego, explained the company’s car-sharing program and its current partnership with SANDAG. Mr. Gelfand explained the concept of car-sharing as another transportation option for people where one marked car is parked in a labeled space for use by multiple car-sharing members. He described the benefits of car-sharing, noting that one shared car eliminates approximately 13 cars from the road, leading to less traffic and reduced emissions. Portland, Oregon and Seattle, Washington have city-supported car-sharing programs that have been very effective. John Cunningham added that SANDAG and Flexcar presented to the DPMG a couple years ago and that the DPMG considered car-sharing a worthwhile program.

8. Next Meeting Date and Tentative Agenda Items

The next scheduled Parking Advisory Board meeting is April 19, 2006.

9. Adjournment

The meeting was adjourned at 4:20 p.m.

Draft Prepared: 4/14/2007 mt

Final Approved:
Motion by:
Board Vote:

Revisions to Draft: Double Underlined and Italic
Revisions Prepared: N/A