



THE CITY OF SAN DIEGO

PARKING ADVISORY BOARD MEETING MINUTES

October 15, 2009

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

Board Members PRESENT	Board Members EXCUSED	Board Members ABSENT
Frank Alessi Cindy Lehman John Pilch Richard Stegner Paul Robinson John Cunningham Ernestine Bonn Jay Riordan Linda Stanley	Jennifer Finnegan Michael McNeill	Polly Gillette <u>Tom Brady</u>

CITY STAFF
Meredith Dibden Brown, CPCI - OSB - Community Parking District Program Michael Vogl – Office of the City Treasurer – Revenue Collections Cheryl Cook - Office of the City Treasurer – Revenue Collections

OTHERS
Bill Keller Roger Lewis

1. Roll Call

John Pilch called the meeting to order as a committee of the whole at 3:07 p.m. and Public Comment and Administrative Items were taken. A quorum was established at 3:14 p.m.

2. Approval of Minutes

Minutes from August 20, 2009 with corrections to names in attendance and one typographical error were approved. Motion: John Pilch / Second: Cindy Lehman. Passed 8-yes 0-no and 1-abstention (Frank Alessi).

3. Public Comment (non-agenda)

None.

4. Administrative Items

- a. Meredith Dibden Brown reported that the City Attorney had provided a draft of the proposed change to the PAB ordinance to address the quorum issue.
- b. None.
- c. None.
- d. None.

5. Information- Updates

- a. Downtown – Frank Alessi informed the Board that the Comprehensive Downtown Parking Plan had been adopted by City Council with a caveat to implement sooner the 15 year goal of providing real-time information on parking availability in accordance with the Centre City Advisory Committee (CCAC) vote. The matter had been referred to the Downtown Parking Management Group and perhaps could be implemented first under a pilot program. John Cunningham noted that the Mayor’s Parking Meter Utilization Improvement Plan had been passed from the Budget & Finance Committee to the full Council on a 3-2 vote. It was noted at the meeting that a council member had characterized the plan as a revenue raising plan and not parking management. John Pilch also asked about the storage of credit card data associated with parking meter transactions and Meredith Dibden Brown responded that it was her understanding that the transaction is processed immediately and that the credit card information is not stored once the transaction is completed. She indicated that she would seek written confirmation from Meter Operations staff.
- b. None.
- c. Ernie Boon reported on a proposed head-in parking pilot on Kansas Street that is being held up since there is supposedly a drainage problem at that location and therefore, the pilot can’t start until the City fixes the road.
- e. None.
- f. None.
- g. Linda Stanley asked about any difficulty reading the displays on the high-tech meters since she had experienced this problem in Pasadena.
- h. None.
- i. None.
- j. None.

6. On-Street Parking Carshare Demonstration Project

Maria Filipelli, from SANDAG, provided an overview of the project which evaluated the feasibility of dedicating certain on-street parking in Downtown for vehicles to be by Downtown workers and residents for trips not readily undertaken using local transit.

Maria informed that Board that this was the second of two car sharing projects/studies. The first was conducted in 2002 and included a system of shared autos placed at strategic locations, accessible 24 hours a day, seven days a week, through a membership program. Members reserved vehicles on an as-needed basis. Two pilot project locations, one in Centre City San Diego and the other in Sorrento Valley, were identified. Cars were staged outside the Coaster stations/shuttle locations and at certain locations Downtown. The vehicles became like fleet vehicles and experienced heavy week day use. Flexcar provided 75 vehicles and had about 2,000 members but was ultimately bought out by Zip Cars which then removed all cars from San Diego except UCSD since the other locations in San Diego were not financially viable.

Assembly Bill 2154 supports on-street designation of space for car share vehicles and hence the pilot to evaluate the feasibility. Maria provided a map indicating 19 possible locations for carshare vehicles. These locations are considered ideal locations without regard to impacts on currently metered locations. A second map indicated “revenue sensitive” alternative locations which take into consideration the effect on existing metered spaces. The pilot was completed in June 2009 and SANDAG is still soliciting feedback and perhaps some interest from rental car agencies.

A question and discussion session then ensued which included: the situation in Old Town which is a major transportation hub but also has limited spaces since much property is State owned though MTS leases a lot; and Downtown and DPMG concerns about an RFP process and the possibility of allowing vendors to move the car sharing spaces as they desired. SANDAG is still considering how this could move forward in light of these and other concerns.

7. Parking on 6th Avenue and Park Boulevard (Information Only)

Paul Robinson asked John Pilch to chair the discussion about this item and recused himself. Janet Fairbanks was not in attendance to discuss this issue but it was noted that on-street parking is used by people generally thought to study or work in or near Downtown who then take the bus, walk, or car pool to their ultimate destination. There was also concern about the speed of vehicles, particularly on 6th Avenue. Some suggestions included installing time limits, marking the parking spaces, installing angle parking to slow vehicles, reviewing utilization of nearby meters and then lowering rates and extending time limits; however, all suggestions affecting the park should also be routed through the Balboa Park Committee.

8. Affordable Housing Parking Study Stakeholders Group

John Pilch, as the Parking Advisory Board representative to the Affordable Housing Parking Study Stakeholders Group, advised that he had not received any communications on the group and had yet to attend any meetings.

9. Mayor's Five Year Parking Utilization Plan

Meredith Dibden Brown provided an update on the Plan and noted changes that had been incorporated since the City Council at the March 30, 2009 meeting. During April, May, and June of 2009, Meredith and Michael Vogl had attended and made presentations at a number of different community meetings. Changes included making the distance for the appeal process consistent with other land use regulations (300 ft.) and modifying the possible range of operating hours as 7:00 a.m. to 11:00 p.m., the range of rates to be \$0.25 to \$2.50, providing an annual report on the use of the parking meter revenue, and eliminating the prohibition on parking at broken meters. Meredith noted that the calendar 2010 additional revenue projection of \$3.3 million from Michael Vogl was based on increasing average utilization to 50% from 38%.

Bill Keller from DMPG and chair of the CCAC read a Union-Tribune article recommendation which indicated a lack of understanding of parking management on their part and the need for further education. He also commented about parking practices in other cities and noted there is different parking needs in different areas at different times of the day. He proposed flexing hours in the Downtown area between 1st and 8th Avenues and between Harbor Drive and Broadway so that meters would operate 9:00 a.m. _ 6:00 p.m. Monday through Thursday and then 9:00 a.m. through 9:00 p.m. Friday and Saturday to encourage turnover in areas with lots of nightlife.

Motion: John Cunningham / Second John Pilch. Passed 8-yes 1-no (Ernestine Bonn).

Recommend approval of the Parking Utilization Improvement Plan as approved by the Budget & Finance Committee.

10. Conflict of Interest Code and Community Parking District Council Policy

Meredith Dibden Brown advised that the City Attorney's office is working on the code documents. It had been raised at City Council in early October and it was anticipated that something would be provided to Council during November 2009.

11. Next Meeting Date and Tentative Agenda Items

The next meeting date is November 19, 2009.

11. Adjournment

The meeting was adjourned at 4:35 p.m.

Final Approved: November 19, 2009
Motion by: John Pilch / Second John Cunningham Approved 10-yes 0-no and
2-abstentions Tom Brady and Jennifer Finnegan.
Revisions to Draft: Note Tom Brady was absent.