



THE CITY OF SAN DIEGO

**PARKING ADVISORY BOARD  
MEETING MINUTES**

January 15, 2009

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

<b>Board Members PRESENT</b>	<b>Board Members EXCUSED</b>	<b>Board Members ABSENT</b>
Frank Alessi Cindy Lehman Peter Wagener Richard Stegner John Pilch Paul Robinson Martin Mosier John Cunningham Ernestine Bonn Linda Stanley		Polly Gillette Michael McNeill

<b>CITY STAFF</b>
Meredith Dibden Brown, CPCI - OSB - Community Parking District Program Michael Vogl – Office of the City Treasurer – Parking Management Kimberly Kaelin – Office of the City Attorney Brock Ladewig – Office of the City Attorney

<b>OTHERS PRESENT</b>		
Carol Schultz	Gary Weber	Sara Berns

**1. Roll Call**

Paul Robinson called the meeting to order at 3:07 p.m. and requested introductions from all in attendance.

## 2. Approval of Minutes

Minutes from November 20, 2008 were approved as corrected.  
Motion: John Pilch / Second: John Cunningham

## 3. Public Comment (non-agenda)

None.

## 4. Administrative Items

None.

## 5. Information- Updates

- a. **Old Town** – Richard Stegner reported that the Old Town San Diego Chamber of Commerce sent a letter to the City requesting to take over the lease previously held by the State for the parking lot behind the Church.
- b. **Mid-City** – Ernestine Bonn reported that a kick-off meeting for Community Plan Updates for Uptown, North Park and Golden Hill, is scheduled for January 28, 2009 at 6:00 p.m. in the Santa Fe Room in Balboa Park.
- c. **Downtown** – Frank Alessi reported that the Comprehensive Parking Plan for Downtown is being finalized and should be made public in February 2009, possibly with an implementation element.

## 6. Conflict of Interest Code and Community Parking District Council Policy

Frank Alessi reported that the Downtown Parking management Group (DPMG) had approved a Conflict of Interest Code at the January 8, 2009 meeting (see meeting handout Attachment A). Mr. Alessi noted that the same code, updated to read Center City Development Corporation (CCC) instead of DPMG, and with a minor correction was being packaged for a future CCDC board meeting. The noted correction was to move the sentence *“For purposes of this code, “employment” means a person is a director, officer, partner trustee, or employee of, or holds any position in an entity.”* from the end of section titled *Category 2* and place it just before the signature line after the section titled *Category 3* since the definition applies to all categories. There was some discussion about the process of adopting a COI code. Deputy City Attorney, Kimberly Kaelin, advised that the PAB could recommend a COI code to the City Council for the Community Parking District Parking Advisory Boards, but the City Council would still need to adopt a COI code for those boards.

Carol Schultz, from Uptown CPD, noted that there appeared to be some differences between the DPMG version and the version previously discussed by the PAB. In particular, she noted the difference between the reportable investments language on the DPMG version and the ownership threshold of 1% that was included on the previous version considered by the PAB.

There was further discussion around the possible reporting requirements based on a copy of the 2007-2008 Form 700.

Martin Mosier suggested the following changes to the DPMG COI: under Category 1 change “parking garages” to read “parking facilities”; and under Category 2 change the definition of employment to include “manager” or “managing member” to reflect the owner types for LLC’s. He also noted his concern about the removal of the 1% ownership threshold in the DPMG version.

This item was then trailed to allow each CPD advisory board time to discuss the DPGM COI code version and bring back information to the next meeting of the PAB.

## **7. Movement of Vehicles to Circumvent Posted Parking Restrictions**

This item was trailed to the next meeting.

## **8. Mayor’s Five Year Parking Utilization Plan**

Michael Vogl provided an overview of the Parking Meter Utilization Improvement Plan, which was included in part in the Mayor’s Five Year Financial Outlook, which proposes establishing a target meter utilization rate of 85%, allowing performance-based pricing on existing parking meters and extended hours of meter operations where appropriate, and upgrading/replacing meters with newer technology. There are 5,100 meters installed of which 51 are multi-space and 5049 are single-space. The current meter rate, per the municipal code, is \$1.25 an hour, and meters operate from 8:00 a.m. to 6:00 p.m. Monday through Saturday, bringing in approximately \$7.5 million annually. The overall average meter utilization rate is 38%.

Earlier parking-related initiatives by the City include the establishment of the Community Parking District Program in 1997 which was formalized in Council Policy 100-18. The City also created a Parking Task Force which provided recommendations to the City Council in 2004 on parking policy updates, parking management restructuring, and general policy guidelines for parking management (including performance-based pricing). Then in November 2004, the Downtown Pilot program was initiated which successfully tested performance-based pricing, other parking strategies, and the use of new meter technology in parts of the Downtown CPD. The final report on the Pilot recommended expansion of these parking strategies to all of the Downtown CPD given the increase in meter utilization of 106% and the side benefit of increased revenue of 65%.

Based on this successful Downtown pilot and the success of similar programs in cities such as Seattle, San Francisco, and Redwood City, the Parking Meter Utilization Improvement Plan proposes establishing a target meter utilization rate of 85% and allowing performance-based pricing of between 50 cents and \$3.00 per hour on existing parking meters and setting a range for the hours of meter operations between 8:00 a.m. and 2:00 a.m. up to seven days a week. Further, the Plan proposes modifying Council Policy 100-18 to allow for the sharing of operations costs and to eliminate the separate CPD administration component. There would be a reduction in CPD funding because of the sharing of the operations costs which would be partially offset by the elimination of the administrative component in the Council policy. The City would use the additional contribution to operations costs to offset costs associated with installing new meter technology which would allow for payment by credit/debit card, facilitate the collection and analysis of utilization data, and reduce coin collection costs. Overall, it is anticipated that City and CPD revenues would increase as a result of the changes in parking strategies and the use of new meter technologies.

There were general questions and comments on the handout. Given San Francisco's use of grant funding to initiate a similar pilot it was suggested that City staff apply to SANDAG for Smart Growth Funds to assist with implementing market-based pricing in San Diego. It was also noted that actual revenues may lag relative to projections due to the time it will take to analyze meter utilization rates and then adjust meter rates and times.

Motion: John Pilch / Second John Cunningham. Passed 9 yes 1 no.

**Recommend approval of the Parking Meter Utilization Improvement Plan.**

## 9. Next Meeting Date and Tentative Agenda Items

The next meeting date is February 19, 2009.

## 12. Adjournment

The meeting was adjourned at 4:38 p.m.

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Final Approved: March 19, 2009 since no quorum for meeting scheduled for February 19, 2009.  
Motion by: Cindy Lehman/Frank Alessi  
Revisions to Draft: *Double Underlined and Italic*

**CONFLICT OF INTEREST CODE OF  
DOWNTOWN PARKING MANAGEMENT GROUP**  
as adopted \_\_\_\_\_ 2008

- 1. Standard FPPC Conflict of Interest Code.** The Political Reform Act of 1974 (Government Code section 81000, et seq.) requires each state and local government agency to adopt and promulgate a conflict of interest code. The Fair Political Practices Commission (“FPPC”) has promulgated a regulation that implements this requirement and contains the terms of a standard conflict of interest code which, when incorporated by reference along with the designation of employees and the formulation of disclosure categories, constitutes the adoption and promulgation of a conflict of interest code in compliance with the Political Reform Act.
- 2. Adoption of Standard FPPC Code.** The terms of Title 2, Division 6, California Code of Regulations, Section 18730, as well as the definitions contained in the Political Reform Act of 1974 and in the regulations of the FPPC, and future amendments thereto duly adopted by the FPPC, are hereby incorporated by reference into this conflict of interest code. This regulation and the Appendices hereto, designating officials and employees and establishing disclosure categories, shall constitute the Conflict of Interest Code of Downtown Parking Management Group (“DPMG”). This code shall take effect when approved by the DPMG.
- 3. Filing of Statements of Economic Interests.** Pursuant to the FPPC standard conflict of interest code, persons holding the positions designated Appendix A, attached hereto and incorporated by reference, shall file statements of economic interests with the Clerk of the City of San Diego with a copy to the Centre City Development Corporation. The statements of economic interests must disclose investments and business positions, income and gifts, and interests in real property in accordance with the filer’s disclosure category set forth in Appendix A and the disclosure requirements set forth in Appendix B, both of which are attached hereto and incorporated herein by reference.

Adopted by the Downtown Parking Management Group on \_\_\_\_\_, 2008.

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John Cunningham, Chair

**CONFLICT OF INTEREST CODE OF  
DOWNTOWN PARKING MANAGEMENT GROUP**

**APPENDIX A**

**JURISDICTION**

The jurisdiction applicable to those persons required to file Statements of Economic Interest pursuant to this Conflict of Interest Code is the boundaries of the Downtown Parking Management Group (“DPMG”) project area.<sup>1</sup>

**DESIGNATED POSITIONS/DISCLOSURE CATEGORIES**

<b><u>Position</u></b>	<b><u>Duties</u></b>	<b><u>Categories</u></b>
Member	Serve as a member of DPMG Advisory Board	1, 2
Alternate	Serve as an alternate member of DPMG Advisory Board	1, 2
Consultant	As specified in contract.	1, 2, 3

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<sup>1</sup> “Jurisdiction” includes the boundaries of the Downtown Parking Management Group.

**CONFLICT OF INTEREST CODE OF  
DOWNTOWN PARKING MANAGEMENT GROUP**  
as adopted \_\_\_\_\_ 2008

**Category 1**

All reportable investments in, employment by, and reportable income and reportable gifts from any person or entity that:

- (a) engages in business relating to parking equipment, facilities, services, or technology, including but not limited to the ownership or management of parking garages or valet parking services, the manufacture or sale of parking meters or sale of parking enforcement technology, or the provision of parking consulting services, that does business within the Community Parking District No. 1, or
- (b) supplies goods or services to the Downtown Parking Management Group.

**Category 2**

All reportable interests in real property located within the jurisdictional boundary of the Community Parking District No. 1 as defined by in the supporting materials to applicable San Diego City Council Resolutions and as shown in the maps attached, or employment by, reportable income from, or reportable gifts from an owner of such real property.

The reporting individual shall also report, with respect to each such reportable property that is non-residential rental property, the name of each tenant that is both a person or an entity described in Category 1 or 2 and a single source of annual income of \$10,000 or more.

An interest in real property that is used by the reporting individual as his or her personal residence need not be reported unless the residence is also used for business purposes relating to Category 1.

For purposes of this code, “employment” means a person is a director, officer, partner trustee, or employee of, or holds any position in an entity.

**Category 3**

Consultants shall be included in the list of designated members and shall disclose in the same manner as Members and Alternates (Categories 1 and 2), subject to the following limitation:

The DPMG or its designee may determine in writing that a particular consultant, although a “designated position,” is retained to perform duties that are limited in scope and that the consultant therefore need not fully comply with the disclosure requirements applicable to the Members and Alternates. Such written determination shall include a description of the consultant’s duties and, based on that description, a statement of the extent of the consultant’s disclosure requirements. The determination is a public record and shall be retained for the public inspection in the same manner and location as this conflict of interest code.

Adopted by the Downtown Parking Management Group on \_\_\_\_\_, 2008.

John Cunningham, Chair

**CERTIFICATION**

The foregoing Conflict of Interest Code was adopted by the Downtown Parking Management Group after a fair opportunity was offered to all employees and officials designated herein to present their views.

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John Cunningham, Chair



