



THE CITY OF SAN DIEGO

**PARKING ADVISORY BOARD  
MEETING MINUTES  
July 16, 2015**

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

**Board Members Present**

Gary Smith (Chair)	Richard Stegner	Marta Lomeli
Elizabeth Hannon	Sarah Mattinson	Elvin Lai
Roger Lewis	Ernestine Bonn	Siddartha Vivek
Tom Brady		

**Board Members Absent**

Jeff Barfield  
Claudia Orsi  
Benjamin Nicholls

**City Staff Present**

Joe Jimenez – Economic Development - CPD Program

**1. Roll Call and Introductions**

Chair Gary Smith called the meeting to order at 3:05 p.m. and then attendees introduced themselves.

**2. Approval of Minutes**

Minutes from June 18, 2015 were deemed approved by Chair Gary Smith.

**Motion: Richard Stegner / Second: Ernestine Bonn Passed 10-0-0**

**3. Non-Agenda Public Comment**

Marcos Aguilera (Barrio Logan Association, chairman) introduced himself to the board and announced his excitement on the possibility of establishing a Community Parking District in the Barrio Logan area.

**4. Board Administrative Items**

- a. **Requests for Agenda Revisions (continuances, change in order, etc.)**  
None.
- b. **Conflict of Interest Declarations on Agenda Items**  
None.
- c. **Board Non-Agenda Comment**  
None

**d. City Staff Report (generally on items not on the agenda)**

- i) Parking and New Technology** – Staff reported that the City will be working on a new contract to replace all multi-space meters. The existing contract with CALE will expire on December, 2015. The City will be looking to piggyback on the existing contract with the City of Sacramento. Once the multi-space program is complete, then the City will focus on vehicle sensors/detection.
- ii) Car Share Program** – Staff reported results from the City’s car share pilot program, and discussed the next steps to establish a permanent program. Staff also discussed the possibility of amending the Residential Permit Parking Program to allow car share vehicles to park within the boundaries of the permitted area. There were questions and discussion about citywide implementation, street sweeping issues, Car2Go accounting, and possible residential permit parking abuse.

**5. Parkmobile Pilot Program**

Representatives from Parkmobile presented the pilot program which will be located within the Uptown Community Parking District. The 6 month pilot includes up to 1,000 smart meters and allows the user to pay the meter via phone. Benefits include push notifications on phone to extend time, another form of payment rather than coin, City card, or credit card, and parking validation. There were questions and discussion about Parkmobile being active in other major cities, convenience fees, disputing time and charges, ADA, and potentially implementing a permanent city-wide program.

**6. Angle Parking Ad Hoc Committee**

Chair Smith advised that the committee typically meets at 2:00 p.m. prior to the Board meeting (and did so today) and that angle parking is anything other than parallel parking. The goal is to share the draft policy with the board members at the next PAB meeting.

**7. Pedestrian Plaza Ad Hoc Committee**

Chair Smith advised that this committee typically meets at 2:30 p.m. prior to the Board meeting) and did so today) and is working on writing a policy.

**8. Performance Measures Ad Hoc Committee**

Chair Smith mentioned that City staff is working with the Performance and Analytics Department on developing performance metrics.

**9. Board Priority Items**

- a. Car Sharing - None
- b. Valet Parking - Chair Smith commented that the City fee for the application only covers the cost of reviewing and issuing the permit and installing the white curb but does not cover the lost or potential revenue foregone. A downtown pilot concerns shared parking and valet with appropriate signage regarding times. Chair Smith would also like to establish an Ad Hoc Committee for Valet Parking.
- c. New Technology / Additional Meters – Chair Smith advised to drop the “Additional Meters” from this line item as the new smart meters have already been installed.
- d. In-lieu fees/Parking Requirements/Transit Development Overlay Zones - none
- e. Employee Parking Solutions - None
- f. Multi-Use Pilot Program – see b.
- g. In-Sourcing – None

- h. Electric Vehicle Charging Stations – None
- i. Pedestrian Plaza/Bike Corrals – see Item 7

**10. Updates from Represented Constituencies – Information Only**

- a. Downtown CPD (vacant) – Ms. Stephanie Shook advised that the downtown app for off-street parking has been launched.
- b. Uptown CPD (Elizabeth Hannon) – San Diego Pride Festival will occur this weekend. Hillcrest has established a new marketing campaign called “Access Hillcrest”.
- c. Mid-City CPD (Roger Lewis) – None.
- d. Pacific Beach CPD (Elvin Lai) – Pacific Beach Traffic and Parking Committee is made up of 9 residents and 4 business owners and are working on addressing parking issues in the PB area.
- e. La Jolla CPD (Tom Brady) – Avenida De La Playa has been resurfaced.
- f. Old Town (Richard Stegner) – On-street parking is being impacted by the ongoing construction along Juan Street. All surface parking lots were full during the San Diego Comic Convention.
- g. CD1 (vacant)
- h. CD2 (Sarah Mattinson) – Parking within the beach area continues to be a challenge. People are parking within red zones.
- i. CD3 (Ernestine Bonn) – Looking forward to implementing parking projects.
- j. CD4 (Marta Lomeli) – Parking issues within Ralphs parking lot located close to the intersection of Alta View Drive and Woodman Street.
- k. CD5 (Claudia Orsi) – Absent.
- l. CD6 (Siddhartha Vivek) – New Kaiser Hospital already has parking issues.
- m. CD7 (vacant) –
- n. CD8 (vacant) –
- o. Community Planning Committee (Jeff Barfield) – Absent.
- p. BID Council (Benjamin Nicholls) – Absent.
- q. At-large Representative (Gary Smith) – None

**11. 2015 Meeting Schedule – Remaining Meetings**

August 20	September 17	October 15	November 19	December 17
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**12. Adjournment**

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

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Final Approved: August 20, 2015  
 Motion by: Member Lai/Second: Member Lomeli Passed 10-0-0

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