



## Traffic and Parking Advisory Board

Discover PB 1503 Garnet Ave

March 10, 2020 at 6:00pm

**Members in Attendance:** T. Prüesener, B. Ramirez, J. Knobs, G. Froleich, B. Curry, J. Bettles, K. Machette, J. Corcozza

**Staff in Attendance:** Sara Berns, Becca Kuntz

**Guest in Attendance:** V. Molina, N. Bernal, J. Morrison, and P. Smith

**S. Berns called the meeting to order at 6:05 pm**

**Additions to Agenda – NONE**

### Previous Meeting Minutes Approval

*S. Berns reviewed minutes from January 14, 2020 Parking District meeting. J. Bettles made a motion to approve the January 31<sup>st</sup> minutes with addition of discussion of Gordon's opposition to one-way street comments. G. Froleich endorsed the motion. Motion passed 2/0/5 (B. Ramirez, T. Prüesener, J. Knobs, and B. Curry abstaining).*

**Elections of At-Large Members – pushed off (potential member not present)**

### Question and Answer with Parking Consultant –

- S. Berns reviewed the purpose and intent of the Parking District and reviewed what we would be discussing at the meeting like voting for at-large member additions and a Q&A with the parking representative
- V. Molina talked about the importance of parking to the Councilmember. She reiterated how important she views it to be and that is why they brought in IPS to answer questions. 55% of revenue goes to the city, but 45% stays with the parking district. She also addressed that they are there to help with whatever the district/community decides
- S. Berns reiterated that we should come up with the plan of action in the parking district group before we take it out to the community for input. We did not vote on the pilot program at the last meeting.
- B. Curry brought up the point of paid parking lots that are not being utilized right now
- P. Smith said break-even point for a city is normally 3-5 months to cover up front costs.
- What data is given to us from the parking company? And what type of maintenance would there be?
  - All maintenance is taken on by IPS and the city of San Diego (that is part of the 55%)
- BC – IPS is basically in charge of the install, not profit?
  - No, we get a percentage of every credit card transaction. Venus said she will get more information on how that 55% is broken down and what other costs are coming out of the revenue of the top.
- BC – are the rates the same as the whole city?
  - SB – we set the rates
- KM – can they be varied?
  - SB – yes! VM – the communities decide what works best for them and chooses the hours/rates
- BR – do you have other communities that we could compare rates and times?
  - PS – yes, we have meters in Oceanside, Hermosa, Huntington, Santa Monica, (and many others) and he could bring in some of those details to compare
- Discussion about using data collection to figure out the best recommendations for hours for vehicle occupancy trends
- GF – could we stop the meters at 5 pm so people aren't taking up residential parking during dinner rush
  - SB/VM that is what the residential parking passes will be for
- Parking meters are to increase turnover rates and free up parking
- GF asked about enforcement of parking restrictions at night
- PS the purpose of this is to decrease single occupancy vehicles coming into the beach area
- GF how many meters would we have to have for IPS to want to come into the neighborhood?

- PS – as many or as few as your community will like
- VM – we prefer parking districts because we want the revenue to be able to go back into the communities
- PS – for consideration, we have vehicle sensors to capture occupancy and monitor use of the metered spaces
- TP – you would provide these sensors and what data would we get?
  - PS – Yes, we will have lots of data (almost too much). Credit card use, occupancy, etc.
- BR – will you have data on people who get ticketed?
  - PS – that is something the city would have the information on but we would not
- VM – wanted to gauge the group’s feelings on how they feel about the program. She also mentioned the option to bring in the parking rep from the city to talk to the group.
  - The group would like to know the exact profit share. SB said the numbers she has that there is a 20% admin off the top of the profit. The rest would be split 55%(city)/45%(parking district)
- City questions will be answered next month
- SB – would there be confusion with pay stations vs. meters
  - PS – single space meters are always the most convenient, but many cities push for less “street furniture” with meters, the data collected from their Santa Monica survey showed that most people preferred single meter
- TP – is there any data that shows which option has more violations?
  - PS – not sure but he can try to check
- PS – we have a mobile applications and have options for contactless payment options

#### **Discussion on Pilot Parking Program –**

- SB – let’s talk about the pilot program and what space we want to use for the pilot program
- From the pier to Dawes (excluding Mission Blvd) and one block over each way
- JC – how many businesses are in this area that the pilot program would encompass? We would need to go business to business to talk to all of them.
  - SB – that’s something we have to do after putting the pilot plan together first like the community input
- JC – talking about opposition from local businesses like Noah’s Natural Pet Supply
  - TP – brought up how he was initially opposed as a business owner until he learned the actual benefits for the community and increased turnover
- SB – I think there are some misconceptions about the employee parking situation. We are talking about 2 hour spots that should not be where employees are parking. And the restrictions on neighborhood parking wouldn’t be during the day.
- GF – I’ve been in the neighborhood for years and seen many businesses go out of business and I could see this being another issue for businesses
- KM – we need to be able to articulate the benefits well to get community buy-in
- JB – he ran into a person on his way here that got very angry when he discussed the parking project. He thinks it will be better received by the community if we pair the program with ideas for use of the revenue
- VM – I would advise against a huge town hall. I would suggest bringing in smaller focus groups to discuss and see what projects they would like to see done (lighting, safety, cleaning, etc.)
- TP – I feel like in order to show any kind of effect, we need to plot a large enough area where they can’t avoid the metered parking easily.
- SB – so we need to have for next time: the total parking spots, how many are parallel vs. angled, the zone we want to include, and projects in those zones that we want to use the revenue for.
- TP – timeframe for the pilot should be more like 2 years than one year
  - PS we are happy to do the pilot program for free without the upfront costs. We could do 25-50 spots for a pilot for about a year without adding costs. If we want to do a bunch of meters for 2 years, there would be costs incurred by the parking district.
  - SB – would we have to pay you pack for the meters from the pilot program after the pilot program ends?
    - Depends on the number of meters PB wants after the pilot program, if you can give me the number of spots PB might want in the end, I can give you better estimates
- PS – coastal commission does have a cap on paid parking rates for beach access street parking

**Public Comment/Non Agenda Announcements – NONE**

**Next meeting time: April 14<sup>th</sup> 6pm**

**Adjourned at 7:23 pm**

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