



CITY OF SAN JOSE, CALIFORNIA

DOWNTOWN PARKING BOARD

Meeting Minutes

August 1, 2007

1. Call to Order 8:05 AM

Roll Call

Board Members: Janis Gemignani, Elizabeth Monley, Diana Beechie, Jim Renelle, Sal Saglimbeni, Andrew Bales, Troy Tibbils

Members Absent: None

Staff: Jim Ortbal, Joe Garcia, Matt Farrell, Amit Kothari, Angelique Nedrow, Abi Maghamfar, Carolyn Butler

Guests: Jerry VonTress, Nathan Phillips, Wes Denton, Ernie Carter, Becky Gile, Christina Fernandez, Jay Slotnick, Louis J. Fresquez Jr., David Cahill, Roma Dawson, Lori Murillo

Chair Gemignani called the meeting to order at 8:05 a.m. Vice Chair Monley moved to approve the May 2, 2007, May 16, 2007, May 29, 2007, and June 6, 2007 meeting minutes. Board Saglimbeni seconded. Motion was accepted (7-0).

2. Chairperson Report

None

3. Capital/Finance

A. Enhanced Security and Enhanced Maintenance Plan

B. \$5 Pilot Study

Jim Ortbal (DOT) and Joe Garcia (DOT) distributed hard copies of the combined presentation for Items 3A and 3B relative to the enhanced security and maintenance plan and the \$5 pilot study. Mr. Ortbal said the City Council approved these plans on June 12, 2007, which became effective on July 5, 2007. The highlights of the presentation reflected that six officers, one supervisor, a Security Supervisor, and additional private security have been hired and are visible in the garages as part of the enhanced security plan. Two officers each patrol the Market Street and 3rd Street garages. The other two officers rove in all five garages on Friday and Saturday from 9:30 p.m. to 3:00 a.m. Late night cleaning, weekly power washing, enhanced landscape improvements, improved signage, stairwell enhancements, and restroom upgrades are part of the enhanced maintenance plan for these garages.

The following chart provides the level of activity at Market Street, 3rd Street and 2nd/San Carlos garages for the four weekends in July since the implementation of the \$5 Pilot Program. The figures represent an average for the four Thursday, Friday and Saturday versus the same nights in the month of May and June 2007.

Market Street Garage
▪ Thursday is down -44%, -316 entries ▪ Friday is down -28%, -213 entries ▪ Saturday is same -1%, -6 entries
3rd Street Garage
▪ Thursday is down -50%, -98 entries ▪ Friday is down -37%, -171 entries ▪ Saturday is down -38%, -219 entries
2nd/San Carlos Garage
▪ Thursday is up 5%, 6 entries ▪ Friday is down -32%, -128 entries ▪ Saturday is down -17%, -61 entries

In addition to improved security, the new Plan has enhanced cleanliness, and customer experience and has helped to eliminate loitering and inappropriate activities.

Board Member Beechie asked if landscape maintenance service existed before the Pilot Program. Mr. Garcia said no, and that a weekly service was implemented for major cleaning, which utilizes the weekend Alternate Work Program participants for cleaning up the area near the garages.

Mr. Garcia stated that feedback from the customers have been positive regarding the improvements in the parking garages since implementation of the late night fee.

Board Member Tibbils asked if the comparison was the same time last year. Mr. Garcia said no because the data from previous year was not available, so May and June of 2007 was compared to July 2007.

Mr. Ortbal stated that the on-street parking occupancy near the 3rd Street garage has changed. He said prior survey showed the parking occupancy was about 50%. After the implementation of the \$5 Pilot, the occupancy increased to 95% to 100% on 3rd Street and St. John Street.

Mr. Ortbal also mentioned that the nightclub pilot 3:00 a.m. closing program where certain nightclubs in specific area would remain open until 3:00 a.m. that was scheduled to begin at the end of July is delayed by one week so it will not be in conflict with Grand Prix.

Board Member Saglimbeni asked if the \$5 pilot study data for the Market Street garage consisting of 316 less parking entries on Thursday was the total for four weeks or based on an average. Mr. Garcia stated that the entries are per night based on averages from 9:00 p.m. to 3:00 a.m.

Board Member Bales asked how the dollar numbers for the program compared to the forecast. Mr. Orbal stated that the data would be provided at a later date. Mr. Garcia said the first four weeks in July generated \$25,000 at the Market Street garage, which is approximately \$6,000+ per weekend.

Mr. Orbal said the parking garages are generally utilized based on the customers needs for night life activities. There has not been a gridlock between 9:00 p.m. to 10:00 p.m. as it was feared. Mr. Garcia said 10:00 p.m. to midnight period is the peak flow and customers are willing to pay the \$5.00 parking fee.

Board Member Beechie asked what other garages the \$5 Pilot were implemented. Mr. Garcia said in addition to the Market Street, 3rd Street, and Second and San Carlos, Fourth and San Fernando as well as the Convention Center garages.

Vice Chair Monley asked if the data was available for the 4th Street and Convention Center garages. Mr. Garcia said yes, but is not included in this report. Mr. Orbal said the 4th Street garage had low activity before and after the \$5.00 rate. The Fourth Street garage is not a destination for late night parking. The Convention Center garage has traditionally had substantial evening activity and the rates were higher prior to the \$5 Pilot Program.

Board Member Beechie asked if the \$5 rate caused customers to migrate from one parking garage to another. Mr. Orbal said no because the other garages have the same rate.

Chair Gemignani asked if there was increased activity in the City Hall employee garage. Mr. Orbal said no. The City Hall parking garage is open to the public from 6:00 p.m. to 10:00 p.m.

Mr. Orbal stated that due to the equity in pricing, some customers utilize private parking facilities. The Transportation Department notified the representatives of private parking facilities throughout the downtown area regarding the program and its benefits.

Captain Carter of the San Jose Police Department gave a report on the enhanced security plan. The matrix below outlines the number of incidents, arrests and citations for the four garages listed for the period of July 6-28, 2007 (four weekends- Friday and Saturday). The total number of arrests does not include arrests made by the Entertainment Zone Unit that patrol the garages after closing their assigned bars.

	Market Street	2 nd /San Carlos	3 rd Street	Convention Center
Urinating in Public	21	0	8	1
Drinking/Open Container	89	1	49	0
Drunk in Public	13	1	0	0
Drug Offenses	2	0	3	1
Vehicle Code Violations	7	1	2	0
Curfew Violations	0	4	0	0
Warrant Arrests	1	0	0	0
Total Arrest/Citations by Location	133	7	62	2

204 Total Arrests/Citations

Vice Chair Monley asked for the number of arrests for inappropriate behaviors in the Market Street garage for a comparable prior period. Captain Carter stated that he did not have the number; however, the number would be fairly low because we did not have the concentrated focused officers. The police officers did random checks and had approximately eight cases prior to the enhanced security plan. Vice Chair Monley asked if this was per garage. Captain Carter said yes.

Mr. Ortbal stated that under the previous system, the challenge was by the time the police officers arrived the patrons were gone. He said that we are working with the police department on organizing the pre-data for comparison of calls for service.

Mr. Ortbal stated that customers are keeping a low profile because they recognize there is a penalty to pay for illegal activities. He said the study pilot program is beneficial and staff appreciates support from the Board and Council.

Matt Farrell stated that there were 42 contacts from July through September 2006 for the Third Street garage on Fridays and Saturdays. He said that Security Supervisor Laurie Murillo has reported that there are approximately 30 to 35 contacts each night by officers in the facilities now.

It was confirmed that a "contact" does not necessarily results in an "arrest", and that the police officers are in uniform.

Board Member Bales asked if similar problems occur at the Convention Center garage. Mr. Ortbal said some but not on this scale. The roving officers and private security patrol this garage.

Board Member Monley asked if customer's responses are tracked in response to the \$5.00 parking fee. Matt Farrell said the first weekend had more adjustments from customers especially the first night on Thursday, July 5th. Additional security was present in the garages to address unanticipated situations. Staff informed the customers that the \$5 charge is for security and maintenance.

Mr. Ortbal stated that customers have a choice if they don't want to pay the \$5 parking fee. He said the Third Street garage has a pull-out area next to the entry to exit the garage for customers who decide not to pay. The Market Street garage is challenging due to lack of a pull-out lane. The regular customers were prepared to pay the \$5 fee and gave positive comments regarding the enhancements.

Chair Gemignani asked about any incidents with customers. Lou Fresquez reported one incident, where an intoxicated man kicked a sign. The police arrested the suspect. A second incident occurred in the 4th Street garage. A customer who refused to pay the \$5 parking fee pushed the cashier.

In general, cars with 5-6 passengers are the ones that turn around and leave. Lou Fresquez said the first weekend the numbers were high (25% to 40%).

4. Parking Management Plan

A. PMP Implementation Plan

Abi Maghamfar (SJRA) said the Council and the Redevelopment Agency Board approved the phases of the Parking Management Plan (PMP) in June. The Agency actively is pursuing an updated appraisal for the acquisition of the Greyhound parcel because the existing appraisal is older than 6-month and is outdated. The Agency will meet with the representatives of the Greyhound regarding the purchase and the possibility of relocating the Greyhound station. In addition, the Council approved the Master Parking Rate resolution that implemented the changes in the proposed enhanced security plan.

Vice Chair Monley asked if the plan required a final ratification. Mr. Maghamfar said no because it is a one-time action.

Mr. Ortbal reviewed the public valet program. He indicated that transportation staff has reviewed the conditions with Central Parking and determined that due to the implementation of the \$5 Pilot Program, there will be no need for the valet system until after the first of the year. Transportation staff will bring forward a revised plan to consider if the valet should be operated in-house with Central Parking or go out to the industry with a Request for Proposal. Board Member Bales suggested such plan be available before December as demand for parking is significantly higher during the December holiday season.

5. Reports/Coordination

A. City Council Agenda Items

Jim Ortbal will report back to Council on August 28th regarding the \$5 Pilot Program and the enhanced security and maintenance plan.

B. Downtown Working Group

Jim Ortbal stated that the Downtown Working Group (DWG) met in July. Abi Maghamfar said the DWG discussed the 3:00 a.m. nightclub soft closing. The club owners have requested implementation of the soft closing be delayed to the week following the Grand Prix event.

C. Downtown Projects Construction Coordination

Abi Maghamfar stated that there were no meetings in July. The CIM project on 3rd and San Fernando is nearing topping off. Completion is anticipated for June 2008. The completion date for the CIM project on 2nd and Santa Clara has not been determined. Developer is reviewing punch list with the contractor. The project seems to be ready to open and sell units; however, the punch list needs finalizing and awaiting updates.

Board Member Tibbils asked how to obtain information for completion of the project and the punch list. Mr. Maghamfar said the specific information is privy between the developer and their contractor.

Mr. Maghamfar said the Mesa project (aka 360 residences) on South First and Market Street has completed the pile driving and moving forward. The pre-sale has been strong.

In response to Vice Chair Monley's question regarding Living Tomorrow, Mr. Maghamfar stated that the mixed use project consisting of hotel, condominiums and Living Tomorrow Forum will be presenting their concept to the Agency in the middle of August. The extended Exclusive Negotiation Agreement (ENA) will expire on August 17th. Any extension of ENA will need approval by the Agency Board.

Chair Gemignani asked for information regarding the expansion of the Convention Center. Mr. Maghamfar said Agency Board has approved a contract for architecture services and the conceptual plan for the Convention Center expansion.

D. Xcellent Lease Parking Incentive

Abi Maghamfar stated that at the June meeting the Board requested information regarding the news article that Xcellent, the company that took over the former Knight Ridder Digital building on South Market Street has received free parking. Mr. Maghamfar clarified that the company did not receive free parking; however, they took advantage of the new parking incentive program for new companies coming to downtown. Xcellent employees will utilize the Market Street garage.

E. 2007-2008 DPB Roster

Abi Maghamfar stated that the revised 2007-2008 DBP roster is included in the agenda packets. He reminded that in May the Council approved three re-appointments to the

Downtown Parking Board; Vice Chair Elizabeth Monley, Board Member Diana Beechie, and Board Member Troy Tibbils for a new four-year term.

6. Future Agenda Items

Chair Gemignani asked for inclusion of citations in the work plan. Jim Ortbal said staff will provide a report on citation handling in September.

Chair Gemignani requested a report on status of the City Hall employee parking. Mr. Ortbal said employees utilize the City Hall garage and other garages based on their office location. Chair Gemignani requested the report indicate paid and unpaid parking. Mr. Garcia reported that the City Hall employee parking garage is fully functional. The garage is open to the public during the weekdays from 6:00 p.m. to 10:00 p.m. and from 6:00 a.m. to 10:00 p.m. on the weekends and holidays. There are approximately 900 cars in the garage with the capacity of 1100+ spaces. Mr. Ortbal indicated he will provide an informational memo to the Board.

Chair Gemignani asked for the Grand Prix parking revenue. Mr. Garcia indicated that staff will provide the report in September.

Chair Gemignani requested information regarding the individual lot revenue/expense and overhead allocation at the September 19th Quarterly Capital/Finance and Operations Committee meeting. Mr. Ortbal indicated staff will provide the requested information in a report to the Board.

7. Public Comment

Jerry Von Tress of the Team San Jose/Convention Center discussed parking issues for larger events held at the Convention Center. Mr. Von Tress said the representatives of the San Jose Downtown Associates have addressed concerns on behalf of their members in SoFA District for loss of business due to special events at the Convention Center, which utilizes all available parking in the area. Mr. Von Tress requested assistance for additional parking resources to redirect 15,000 to 17,000 customers for the Public Dance event on Saturday, August 11th.

Mr. Ortbal asked Board Member Renelle if SJSU's Fourth Street garage is open on weekend evenings. Board Member Renelle said the garage is open, but by permit parking only. The pay stations for transient parking will be delivered next week, but he is amenable to open the garage on August 11th to assist with this event. It was mentioned that the Jazz Festival is also on the weekend of August 11th, but the festival is mostly during the day and may not be in conflict with the Public Dance. Mr. Von Tress indicated that the Convention Center Marshalling Yard under highway 280 will also be temporarily open for additional parking for larger events. Mr. Ortbal said staff is working on event parking issues that include traffic plans.

Board Member Bales said parking revenue from Jazz Festival is higher compared to the Grand Prix event. The private lots routinely charge \$25.00 to \$50.00 for parking.

Mr. Maghamfar stated that it is challenging to develop adequate parking for six events a year to accommodate 15,000 to 17,000 customers. As a result, regular customers attending restaurants and clubs are displaced during special events.

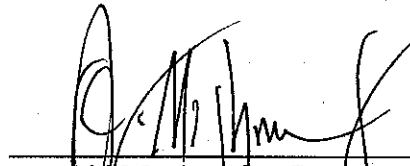
Amit Kothari stated that special maps are developed and distributed to customers relative to additional parking locations. When the Convention Center garage is full, Central Parking staff redirects customers to other parking facilities. Board Member Tibbils stated that valet services is a great opportunity for parking resources.

8. Adjournment

Meeting adjourned at 9:52 a.m.



Janis Gemignani, Chair



Abi Maghamfar, Secretary