
**DOWNTOWN PARKING BOARD
MINUTES
August 4, 2010**

REDEVELOPMENT AGENCY OF THE CITY OF SAN JOSE
200 E. Santa Clara Street, 14th Floor Rincon Conference Room

Item Subject

1. **Call to Order**

8:02 a.m.

Action: The DPB Meeting Minutes of June 2, 2010 were approved (6-0-1)

Absent: Board member Monley arrived at 8:08.

Document Filed: June 2, 2010 DPB Meeting Minutes

2. **Chairperson Report**

Chair Beechie presented the DPB members with an article about a \$24.75 million on-street parking pilot program in San Francisco which is primarily supported by a \$20 million Federal grant that would install 5,100 parking meters capable of accepting coins, debit cards, credit cards, and prepaid parking cards.

3. **General Business**

A. FY 2010-2011 Annual Work Plan

Abi Maghamfar (Agency) presented the FY 2010-2011 Annual Work Plan that was edited per the recommendations of the DPB members at the June 2010 meeting.

Vice Chair Carlson questioned what the process would be to add items or edit items on the Work Plan as the year progresses. Jim Ortbal (DOT) noted that the City Clerk office and City Council were reviewing this for all Boards and Commissions and there was some discussion that additions or edits would need to go to the Rules Committee for approval. A discussion ensued on options for the DPB to add or edit items.

Mr. Maghamfar suggested that if the DPB had an edit or addition to the DPB Work Plan, assuming there were staff resources available to prepare the item and the timing was congruent with the City's Sunshine Ordinance, that the item would be added to the appropriate future DPB meeting. The DPB members and staff agreed.

Action: (7-0-0) Vice Chair Carlson motioned to approve the FY 2010-2011 Annual Work Plan. Board Member Tibbils seconded the motion.

Document Filed: FY 2010-2011 Annual Work Plan

B. Amendment of DPB Bylaws

Mr. Maghamfar presented the Second Amended Bylaws for the DPB which contained several edits including the following:

- Changed the number of DPB meetings from monthly to four times per year (August, October, February, May) with two as needed meetings (December and/or June)
- Election of Chair and Vice-Chair in May to coincide with the new DPB schedule

- Updated distribution, posting, and mailing deadlines to be consistent with the City's Sunshine policy
- Updated the Order of Business to be consistent with the DPB Work Plan

A discussion ensued regarding the changes to the Bylaws and one additional change was made.

Action: (7-0-0) Vice Chair Carlson moved to approve the amended Bylaws with the deletion of Section 13, item 8 "Board Member Comments". Board member Monley seconded the motion.

Document Filed: Second Amended and Restated Bylaws of the Downtown Parking Board

4. **Reports/Coordination**

A. Convention Center Expansion

This item was taken out of order after Item 4.C

Bill Ekern (Agency) gave a brief overview on the status of the Convention Center expansion project with the following details:

- In early 2010 Council directed staff to move forward with design build project
- Request for qualifications sent in June to prospective contractors, received eight proposals
- Short list of five contractors selected and solicited for proposals
- Receive proposals by end of August 2010 and interview bidders in September 2010
- Select contractor late September 2010 and go to Council for award in October 2010
- Within three months after award (approx March 2011) demo old MLK Library

A brief discussion ensued on the Convention Center expansion process and timeline.

B. FY 2009-2010 Marketing Status Update and FY 2010-2011 Annual Marketing Plan

Joe Garcia (DOT) introduced Scott Knies (SJDA) who presented the City/SJDA Parking Marketing Contract Services FY 2009-2010 Status Report #4 and the FY 2010-2011 Annual Marketing Plan and noted the following:

- FY 2010-2011 Marketing Plan represents a 20% reduction from \$100,000 to \$80,000
- Promotion of various parking incentive programs
- Outreach to downtown businesses regarding the sale of the Block 2 & 8 parking lots
- Continued maintenance and updates to the www.sjdowntownparking.com website

A discussion ensued regarding the various marketing items including:

- Merchants need to better display validation signage and promote the validation program
- Additional evaluation needed to review the possibility for performing theaters and museums to participate in the validation program
- Possibility of a smartphone application to promote parking and validation

Documents Filed: FY 2009-2010 Parking Marketing Status Report #4 and FY 2010-2011 Annual Marketing Plan

C. Diridon Station Area Plan

This item was taken out of order after Item 1

Manuel Pineda (DOT) presented a status update on the Diridon Station Area Plan which included the following items:

- Last community meeting/workshop on August 7th to discuss the 50% Land Use Plan
- Diridon Area broken into three distinct areas:
 - North of The Alameda (Industrial/Large Commercial)
 - South of Park Avenue (Residential/Retail)
 - Diridon (Office/Retail/Entertainment/Ballpark)

- Vehicle Miles Traveled (VMT) Reduction Goals
 - Reduce vehicle miles traveled, particularly by solo drivers
 - Increase utilization of walk/bike/bus/train/etc.
- Land Use Plan expected to go to Council in October 2010 with the final approval anticipated for August 2011

Vice Chair Carlson requested that Mr. Ortbal give an update on the Good Neighbor Committee meetings. Mr. Ortbal noted that at the June Good Neighbor Committee he discussed the 3rd Amendment to the City/Arena Agreement related to parking and future parking development, the current and future Transportation and Parking Management Plan, and the planning for an increase in multi-modal transportation.

A brief discussion ensued regarding the Diridon Station Area Plan and the future of parking for the Arena and ballpark.

D. Budget Proposal Update

Mr. Garcia noted the following parking related changes as approved by the City Council:

- Increase in the meter rate from \$.50 to \$1 per hour in the Civic Center and Japan Town areas effective July 1, 2010.
- New 65 space parking lot opened at 6th & Jackson in the Japan Town area
- Extension of meter time from 5pm to 6pm in Japan Town effective July 1, 2011
- Civic Center area will be reviewed to determine if meter time should be extended past 6pm
- Other areas including The Alameda, Willow Glen, Alum Rock will be reviewed for the installation of parking meters
- Revenues from new meter areas could be used to offset improvements to those areas

E. Staff Verbal Update on Events & Activities

Matt Farrell (DOT) noted the following upcoming events:

- August 13th-15th: San Jose Jazz Festival
- August 14th: Public Dance at the Convention Center

Mr. Maghamfar noted the status of the Autumn Street Extension and a detailed review will be included at the October DPB meeting.

F. City Council/Committee Agenda Items

Mr. Ortbal noted that an information report on the Parking Incentive Programs will be sent later in August and Mr. Maghamfar noted that the Agency FY 10-11 budget will be released at the end of August with study sessions and public hearings in September.

5. Future Agenda Items


- 2009-2010 Annual Financial and Activity Report and Customer Survey results
- Information on Downtown Bicycling, Walking, and Streetscape Systems and Plans
- Redevelopment Agency 2010-2011 Budget and Downtown Capital Project Status Report
- Information on Diridon Station Area Plan


6. Open Forum

No Comment

7. Adjournment

9:20am


Diana Beechie, Chair


Ariah Collen, Secretary