
DOWNTOWN PARKING BOARD

MINUTES
August 5, 2009

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 3, 2009 were approved. (5-0-1)

Absent: Board member Tibbils arrived at 8:11am

Documents Filed: June 3, 2009 DPB Meeting Minutes

2. Chairperson Report

Chair Monley welcomed Nick Nichols and Bob Carlson to the DPB and introduced them to the other board members and staff.

Joe Garcia (DOT) introduced Mario Montenegro (Central Parking) as the new General Manager overseeing the City parking facilities.

3. Parking Management Plan
A. HP Pavilion/Diridon Area Multi-Space Meters

Mr. Garcia provided an update on the status of the HP Pavilion/Diridon Area Multi-Space Meter Project:

- Approximately 140 metered on-street spaces have been identified to be installed along Autumn and Montgomery Streets south of Santa Clara Street
- The primary use of the new meters will be for HP Pavilion events and to accommodate all-day commuter parking in the areas that are currently unrestricted
- The Multi-Space Meter Request for Bids (RFB) was posted on July 1, 2009 and all bids are due by August 12, 2009
- Next step will be to go to City Council to update the Master Rate Resolution to establish new meter rates and a new Parking Meter District via Ordinance
- It is anticipated that the new meters will be installed and operational in fall 2009

Document Filed: HP Pavilion/Diridon Area Multi-Space Meter Project Memo

- B. Potential Sale of Third Street Garage

Jim Ortbal (DOT) reported that the City has initiated discussions with Legacy Partners regarding the potential sale of the Third Street Garage. Legacy Partners continues to perform their own analysis and due diligence. Mr. Ortbal reported that staff will provide a status update to the DPB in October.

C. PMP Implementation Plan

Abi Maghamfar (Agency) reported that negotiations with Greyhound are ongoing, which includes discussions on the potential for Greyhound to stay onsite within a new parking facility or to relocate to another site. In response to a question if Greyhound had a preference to stay onsite or to relocate, Mr. Maghamfar responded that Greyhound prefers to stay onsite.

Mr. Ortbal stated that the potential sale of the Third Street Garage is directly linked to the Greyhound negotiations as the funds from the sale of the Third Street Garage would be used to fund the new parking facility.

D. On-Street Parking Study

Mr. Garcia provided an update on the implementation of the On-Street Parking Study recommendations, which to date has included the addition of 14 parking spaces at the following locations:

- Julian Street at Coleman Avenue: 3 non-metered spaces
- San Pedro Street at Saint John Street: 6 metered spaces
- Saint John Street West of Notre Dame Avenue: 2 metered spaces
- Woz Way between Almaden Boulevard and Auzerais Avenue: 3 metered spaces

Mr. Garcia reviewed the next steps which include the addition of approximately 30 spaces on Almaden Boulevard between Reed Street and San Carlos Street, and 4 spaces on Balbach Street near Almaden Boulevard.

A brief discussion ensued regarding the following:

- Use of multi-space vs. single space meters on Almaden Boulevard
- Option for solar power for multi-space meters
- Diagonal parking on 4th Street between San Fernando and San Carlos Streets

Board member Carlson questioned why there were meters on south side of Julian Street near Coleman Avenue and not the north side. Mr. Garcia stated that staff would review this location and report back to the board.

Mr. Ortbal noted that the Bicycle and Pedestrian Advisory Committee would be meeting on August 10, 2009 to discuss the Bicycle Master Plan which includes the potential for a segregated bike lane on 4th Street.

Mr. Maghamfar reviewed the Park Center Plaza (PCP) Redevelopment Plan which prohibits on-street parking within its boundaries. Mr. Maghamfar noted that the PCP Redevelopment Plan expires in 2012, and that the additional on-street parking in this area can be implemented then.

Document Filed: On-Street Parking Study Update Memo

4. Capital Finance

A. Capital Projects

Jeff Lee (DOT) reported on the status of the following capital projects:

- Parking Guidance System Phase II
- Third Street Garage Staircase Replacement
- Closed Circuit Television
- Garage Energy Efficiency Improvements

Board member Carlson questioned what the payback rate was for Garage Energy Efficiency Improvements. Matt Farrell (DOT) noted that the payback is estimated at 3 ½ years.

A discussion ensued regarding the status of the respective capital projects.

Mr. Garcia noted that staff will report on the validation program in October regarding the use of validation tickets and valometers vs. validation stickers.

Document Filed: Status Report on Parking Capital Improvement Projects Memo

B. Master Rate Resolution

Mr. Garcia reported on the Master Rate Resolution Update which included the following:

- Establishment of Parking Meter Rate Zone 3 for the HP Pavilion/Diridon Area
- Add the flexibility of a special event rate (\$3-\$25) for Woz/87 lot, Almaden/Balbach lot, and the City Hall Garage
- Continue the following programs through June 30, 2010:
 - Clean Air Vehicle Program
 - Parking Incentive Program for Business Incubators and Business Clusters
 - New Business/Tenant Program
 - Long Term Parking Permit/Lease Program for Class B and C Buildings

Mr. Garcia introduced Mary Lee Jennings (Children's Discovery Museum) who commented that the Discovery Museum was supportive of the flexible special event rate for the Woz/87 and Almaden/Balbach lots. A discussion ensued regarding the various programs.

Mr. Garcia noted that staff will present the Master Rate Resolution recommendations to the DPB in September and City Council in October for approval.

Document Filed: Master Rate Resolution Update Memo

5. Operations

A. Central Place Garage Opening

Arian Collen (Agency) reported on the status of the Central Place Garage and the following details:

- Agency investment of \$12.5 million as a Parking Plus strategy
- Automated facility with 330 public parking spaces
- Parking rates for transient and monthly parking
- Accept Retail/Restaurant and Cinema validations
- Tentatively scheduled to open on August 18, 2009 with a grand opening on August 27, 2009.

A discussion ensued regarding the following topics:

- Safeway signage and parking
- Safeway participation in validation program
- Central Place Garage operations and potential pre-payment after 6pm
- Prepaid Parking at the Globe on weekend
- Availability of monthly parking
- Operation consistency at Central Place and The Globe

Document Filed: Central Place Garage Memo

B. Customer Service - Security Question Change

Mr. Farrell presented the staff's recommendation to change the customer survey security question:

From: Is there a presence of security in this facility?

To: Rate your satisfaction with the overall safety in this facility?

OR

To: Do you feel safe parking in this facility?

A discussion ensued regarding the following:

- Staff's recommended changes
- Eliminating the rating word descriptors
- Changing "reliability" to "usability" in question 2
- Changing the order of survey questions 3 and 4

Documents Filed: Customer Survey Security Question Memo

Action: (6-0) Board member Carlson moved to approve changing the Customer Survey security question to "Do you feel safe in this facility". Board member Renelle seconded the motion.

(6-0) Board member Tibbils moved to change "reliability" to "usability" in question 2, to eliminate the rating word descriptors, and change the order of questions 3 and 4. Vice Chair Beechie seconded the motion.

6. Reports & Coordination

A. Parking Marketing Annual Overview 2008-2009 • SJDA

Rick Jensen (SJDA) presented the San Jose Downtown Association's (SJDA) Parking Marketing Annual Overview 2008-2009.

A discussion ensued regarding the following:

- Validation program information on the www.sjdowntownparking.com website
- San Jose Mercury News article by Sal Pizarro regarding downtown parking

Mr. Maghamfar suggested that a DPB member work with the SJDA to review and update the parking website. Board member Tibbils volunteered to work with the SJDA.

Document Filed: Parking Marketing Annual Overview 2008-2009

B. Downtown Projects Construction Coordination

Mr. Collen reported the status of the following projects:

- Westinghouse Parking Lot
- Central Place Surface Lot
- Diridon Demolition (510 W. San Fernando)
- 360 Residences

Mr. Collen noted that due to the lack of construction activity in downtown San Jose, he would report on construction projects as they become relevant to the DPB.

C. City Council Agenda Items

Mr. Maghamfar reported on the State approved budget which includes a two year take of \$95 million from the City (\$20 million) and Agency (\$75 million). Mr. Maghamfar noted that the take

from the Agency in the first year is \$62 million, and that the Agency budget is likely to be delayed until October or November.

D. Staff Verbal Update on Events & Activities

Mr. Farrell reported on the Public Dance at the Convention Center on July 25, 2009 and noted that attendance numbers were lower than previous dances. He also noted the upcoming concerts scheduled at the Civic Auditorium.

Laura Wells (DOT) reported that Adobe has requested a passenger loading zone on Park Avenue in front of Adobe. Ms. Wells noted that staff has reviewed the request and will be installing the loading zone which will eliminate the right hand travel lane.

E. Convention Center Expansion

Deferred to September meeting.

7. Future Agenda Items

The following items are agendaized for the September 2, 2009 DPB meeting:

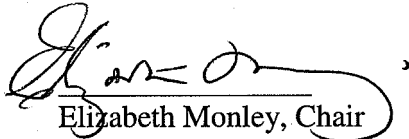
- 4th Quarter Financial Report
- 4th Quarter Parking Occupancy Report
- Late Night Parking & Activity Report
- PMP Implementation Plan Update
- HP Pavilion/Diridon Area Multi-Space Meters
- Parking Marketing Overview
- Downtown Shopper Preference and Business Needs Surveys
- Master Rate Resolution
- Convention Center Expansion

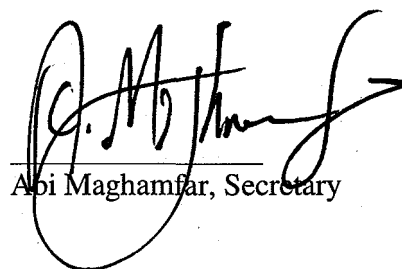
8. Open Forum

No Public Comment

9. Adjournment

10:10 a.m.


Elizabeth Monley, Chair


Abi Maghamfar, Secretary