
DOWNTOWN PARKING BOARD

MINUTES
September 2, 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 August 5, 2009 were approved. (5-0-1) with one edit to item 3.D per the request of Board member Carlson.

Absent: Troy Tibbits

Documents Filed: August 5, 2009 DPB Meeting Minutes

2. Chairperson Report

Chair Monley reported that the grand opening and ribbon cutting events for the Central Place Garage and Safeway were successfully held on August 27, 2009.

3. Parking Management Plan

A. HP Pavilion/Diridon Area Multi-Space Meters

Joe Garcia (DOT) introduced Heather Hoshi (DOT) who reported on the status of the implementation of multi-space meters on Autumn and Montgomery Streets with the following details:

- Community outreach completed on July 1, 2009
- Multi-Space Meter Request for Bids were posted on July 1, 2009 and all bids have been received and are under review, with the award of the contract by September 11, 2009.
- Pavement markings ("tips") and multi-space meter placements have been completed
- A recommendation to establish a new Parking Meter District is scheduled for City Council for September 22, 2009.
- Installation of additional street light poles and fixtures

Next steps include:

- Council action to establish new meter district
- Installation of new multi-space meters and signage
- Develop plan for collection and maintenance
- Provide City ambassadors during initial operations
- New meters anticipated to be installed and operational in fall 2009

A brief discussion ensued regarding the following:

- Community outreach and responses
- Lighting improvements and review by Agency and Public Works staff related to Autumn Street extension project
- Caltrans encroachment permit necessary to install meters

Board member Carlson questioned the newly installed 30 minute meters on Post Street and asked what outreach had been done with the surrounding stakeholders. Mr. Garcia responded that meters are generally changed at the request of nearby businesses. Staff will review the new meters and report back to the board at the October meeting.

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

B. PMP Implementation Plan

Abi Maghamfar (Agency) reported that negotiations with Greyhound are ongoing. Laura Wells (DOT) indicated that an update on the potential sale of the Third Street Garage would be provided at the October DPB meeting.

Chair Monley questioned the activity level for the Globe Garage. Matt Farrell (DOT) responded that the busiest times are Friday and Saturday evenings.

Scott Knies (SJDA) commented on City Councils decision to transfer funds from the Parking Fund to the General Fund. A brief discussion ensued regarding the boards position and communication to City Council.

C. Late Night Parking and Activity

Mr. Farrell presented the Late Night Parking and Activity report and noted the increase in revenue which was due to the increase in the rate from \$2 to \$3 rather than an increase in activity. Mr. Farrell also noted the police activity levels which have remained consistent from the previous year, but noted a shift in activity from the Market Street and 3rd Street Garages to the Convention Center Garage due to the location of night clubs in the SoFA district.

Board member Carlson questioned the 7% revenue increase from the \$2 to \$3 evening rate at the 2nd/San Carlos garage relative to the 13%-29% increase at the other locations. Mr. Farrell responded that it is due to an increase in cinema validations at the 2nd/San Carlos garage.

Document Filed: Evening Parking and Activity

4. Capital Finance

A. Master Rate Resolution

Mr. Garcia presented the Master Rate Resolution Memo which outlined the following:

- Recommendation to establish Parking Meter Rate Zone for the HP Pavilion|Diridon Area mUlti-space meters with a flexible rate of \$0-\$25.
- Recommendation to add a special event rate of \$3-\$25 for Woz/87 lot, Almaden|Balbach lot, and City Hall garage
- Recommendation to continue the Clean Air Vehicle program, Parking Incentive Program for Incubator Programs and Business Clusters, New Business|Tenants Program, and Long Term Parking Permit Lease Program

A brief discussion ensued regarding the staff recommendations and the following:

- Notices to stakeholders of scheduled special events
- What constitutes a special event
- Who will make decisions on when special event rates will be in effect
- Extension of parking programs to June 2010 or 2011
- Parking program incentives and their impact on business attraction and retention

Action: (5-0-1) Board member Carlson moved to approve the recommendations with a change in the extension date of the parking programs from 2010 to 2011. Board member Renelle seconded the motion.

Document Filed: Master Rate Resolution

B. 4th Quarter Financial Report

Mr. Farrell provided a detailed review of the 4th Quarter Financial Report line items for the benefit of the new DPB members.

Vice Chair Beechie recommended that the DPB send a letter to the City Council outlining their opposition of transferring Parking Fund monies to the General Fund.

Board member Carlson questioned what the Unrestricted Funds were. Mr. Farrell responded that they are funds that are available for use and are not tied to any specific expenditure.

A brief discussion ensued regarding the following:

- The transfer of funds from the Parking Fund to the General Fund
- New line item to reflect the transfer of interest from the Parking Fund to the General Fund
- The overall Parking Fund balance

Action: (5-0-1) Board member Carlson moved to defer the action for this item until the October 7, 2009 meeting. Board Vice Chair Beechie seconded the motion.

Document Filed: 2008-09 4th Quarter Financial Report

5. Operations

A. 4th Quarter Parking Occupancy Report

Due to time constraints the item was deferred to the October 7, 2009 meeting.

Documents Filed: 4th Quarter Parking Occupancy Report

6. Reports & Coordination

A. Parking Marketing Overview

Due to time constraints the item was deferred until the October 7, 2009 DPB meeting.

B. Downtown Shopper Preference and Business Needs Surveys

This item was taken out of order before item #3

Leslie Parks (Agency) presented the Downtown Shopper Preference and Business Needs Assessment Survey Results which surveyed business owners and downtown employees and shoppers. Responses were collected via online, telephone and focus group surveys in March and April 2009. Ms. Parks reported that respondents noted parking availability, cost, validation, and enforcement were issues affecting their business or decision to shop downtown.

Ms. Parks noted the following next steps related to the surveys findings:

- Business retention visits and assign "account managers" as primary Agency contacts
- Implementation of outreach to educate businesses about the Downtown Parking Program and other business assistance programs

Mr. Maghamfar noted that the Agency, DOT, and Downtown Association will continue to coordinate, and assist businesses on the various parking programs.

C. Convention Center Expansion

This item was taken out of order after the Chairperson Report

Bill Ekern (Agency) provided an update on the status of the Convention Center Expansion:

- Schematic Design documents completed
- Expansion cost estimate of \$260 million
- Agency budget and hotel contributions under review
- Convention Center roof currently being repaired
- Schedule for demolition of old MLK Library anticipated in January 2010
- State decision on design/build construction anticipated for September 17, 2009

A brief discussion ensued regarding:

- Estimated cost of expansion
- Scheduling of old MLK Library demolition
- Relocation of City staff currently working out of the old MLK Library

D. Staff Verbal Update on Events & Activities

Mr. Farrell reported that the Tapestry Arts Festival would be occurring downtown on Saturday-Monday, September 5-7,2009, as well as a car show at the Convention Center on Saturday September 5, 2009.

E. City Council Agenda Items

Mr. Maghamfar noted that the Multi-Space Meter Ordinance would be going to City Council on September 22, 2009 with the Meter Rate Resolution going to Council on October 6, 2009.

7. Future Agenda Items

The following items are agendaized for the October 7, 2009 DPB meeting:

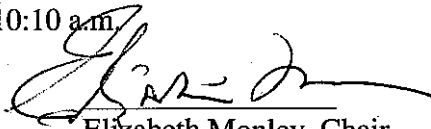
- PMP Implementation Plan Update
- Woz/Almaden Lease Agreement
- HP Pavilion/Diridon Area Multi-Space Meters
- Diridon Area Parking Development Update
- Potential Sale of 3rd Street Garage
- Validation Program
- Convention Center Expansion
- 4th Quarter Financial Report (Deferred from September)
- 4th Quarter Occupancy Report (Deferred from September)
- Parking Marketing Overview
- Central Place Garage

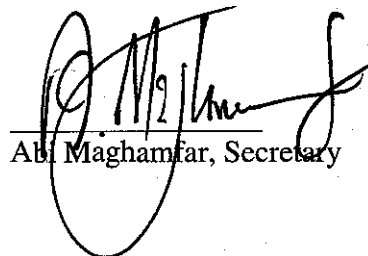
8. Open Forum

No Public Comment

9. Adjournment

10:10 a.m.


Elizabeth Monley, Chair


Abi Maghamfar, Secretary