



CITY OF SAN JOSE, CALIFORNIA

DOWNTOWN PARKING BOARD

Meeting Minutes November 7, 2007

1. Call to Order 8:08 AM

Roll Call

Board Members: Janis Gemignani, Elizabeth Monley, Jim Renelle, Diana Beechie, Sal Saglimbeni, Andrew Bales, Troy Tibbils (arrived 8:18 a.m.)

Members Absent: None

Staff: Jim Ortbal, Joe Garcia, Matt Farrell, Jessica Garcia-Kohl, Roma Dawson, Angelique Nedrow, Abi Maghamfar, Arian Collen, Leticia Ortega

Guests: Rick Jensen, Louis Fresquez Jr., Kendra Petty, Alisha Stanfield, Matt Farrell, Dan Katz, Jay Slotnick, Jerry Vontress, Zahir Gulzadah

Chairperson Gemignani called the meeting to order at 8:08 a.m. Board Member Saglimbeni moved for approval of the October 3, 2007 meeting minutes. Vice Chair Monley seconded. Motion was accepted (6-0).

2. Chairperson Report

No Report.

Abi Maghamfar introduced new Agency Staff Arian Collen and Leticia Ortega, who will support the DPB.

3. Operations

A. Enhanced Security & Maintenance Plans & \$5 Pilot Program

Joe Garcia (DOT) gave an overview of the \$5 Pilot Program. He referred to the handout (Status Report on Parking Security, Cleaning and \$5 Pilot Program) that was included in the packet. The report included the following measurement categories:

1. Parking customer survey feedback on the safety and cleanliness of parking garages
2. Reported incidents of inappropriate/illegal activities (vandalism, loitering, drinking, etc.)
3. Reported sales tax revenue from a representative sample of entertainment venues
4. Late night parking garage entries on Thursday's, Friday's, and Saturday's
5. Reported on-street parking occupancy in the Downtown core and adjacent neighborhoods
6. Observations of conditions in and around the garages

A follow up report on the Enhanced Security & Maintenance will be provided to the City Council on November 20, 2007. The next report will be in mid-late January.

Mr. Garcia reported that high numbers of citation/arrest continue at Market Street and 3rd Street Garages with a slight decrease in October numbers. Mr. Garcia reviewed the results of the customer satisfaction surveys, which show significant improvements. Also staff has reviewed the work that the Police have accomplished during July, August, and September. They have set the stage, and customers have an understanding and expectations, and know that there is a police presence. Lastly, the number of police detail has been reduced from six Officers, and one Supervisor to four Officers, and one Supervisor due to seasonality and to help control of cost.

The sales tax data from the 39 entertainment businesses from State Board of Equalization for 3rd quarter 2007 will not be available until mid-late December. That information will be included in the final status report to the Council. SJRA & Downtown Association are working with ten businesses who have volunteered to provide sales data that will be included in the council report for November 20th. Five businesses have provided data, similar to the previous report

Mr. Garcia commented on the late night entries and mentioned that there was a slight reduction in October, which was due to seasonality. The numbers have been very similar to the first three months of the \$5 pilot program. 35%-40% reduction in entries at Market Street and 3rd Street garages between 9:00 p.m. and 3:00 a.m., Thursday through Saturday remains consistent.

On-street parking- The data from late October survey is very similar to the data in August. The on-street parking data indicate that the on-street occupancy has not really changed. Some changes near Market Street and 3rd Street garage have been observed.

Chair Gemignani asked about the customer satisfaction survey and the number of late night surveys received. Mr. Maghamfar made reference to the handout that was included in the packet providing the survey information. Mr. Garcia reported that at Market Street garage 11 of 243 responses were late night and at 3rd Street Garage, 13 of 238 were late night.

Board Member Tibbils asked if there were any plans to survey businesses. Mr. Ortbal stated that it would be considered and assessed. If this is done, it could be included as part of the final report

Vice Chair Monley asked about the high number of citation/arrests? Is there a reduction in that high number or does it remains at status quo?

Mr. Ortbal explained there was reduction in October. The level of activity was higher in the first three months due to seasonality; also, the work that the police department did in July, August, and September certainly established a presence. Some customers have learned and have become aware of what is an acceptable behavior. Finally, as a result, we have reduced the size of police detail as part of our overall plan.

Vice Chair Monley commented that the reduction in the number of citations is about 100, and asked if that correspond to any user reduction?

The level of activity that was seen in July & August was somewhat higher than what we see in October. We attribute it to three factors: seasonality, people realizing what's acceptable in the garages, and third point, we don't have enough officer resource. Mr. Ortbal further commented on the environment of the parking garages, which are relatively under control, a reasonable environment.

Deputy Chief Katz stated Mr. Garcia covered much of this in his overview. This in fact was the strategy; we had a limited amount of money to work with, and the summer months would be the heaviest. Found it necessary to have the officers set the tone, we saw this during the summer months. The police presence is important; it has made a difference, and sent a message. Deputy Chief Katz added that we wouldn't be able to do with out enforcing the garages. Vice Chair Monley asked about the level of fines? Deputy Katz indicated that he did not recall the exact penalties.

There was a brief discussion about reporting illegal activities by customers and if there were signs in the garages providing phone numbers. Mr. Garcia indicated that there are signs in the garages with phone numbers for Silicon Valley Security and Central Parking. Deputy Chief Katz noted that customers should always call 911.

Board Member Saglimbeni asked if there is a parallel between this task and the Cruising on Santa Clara Street, which was controlled by the Police earlier this year. Deputy Katz indicated that we will never be able to fully back off in an environment that involves alcohol, young people and a lot of out of town visitors every weekend.

Chair Gemignani asked if there were any information such as code of conduct in the garages? Mr. Ortbal responded that there was not and that staff will look into it.

Chair Gemignani asked if the police security level at garages can be maintained with the four officers? Mr. Ortbal indicated that for the winter months, yes, but cannot go below that. Deputy Katz mentioned that the number officers will probably have to ramp up as the summer months approach.

Boardmember Renelle asked if there are signs in the garages that warn patrons that consumption of alcohol is prohibited. Mr. Garcia responded that no, but staff is looking into it.

Boardmember Tibbils asked if the \$5 rate is the right price for the late night program? Mr. Ortbal responded that revenues are slightly above expenses, so yes.

Boardmember Tibbils asked if merchants can use validation after 10:00 p.m. The answer was no, because after 10:00 p.m. it is prepaid parking.

Boardmember Bales asked how the validation program will work in January when the \$2 rate after 6:00 p.m. will go in affect. Mr. Ortbal indicated that staff is reviewing revenue control machine capabilities to see how that will work.

Vice Chair Monley asked how the sale tax data from the 39 bar, nightclub entertainment

businesses and the data from the 10 businesses relate?

Abi Maghamfar reported that SJRA staff and Council District 3 collaborated on identifying 10 businesses to obtain more immediate business information. This is voluntary, and provides the gross sales, not sales tax for these businesses. The information is kept confidential and only combined data is reported in form of graph and charts. This is the information that was used in the September report to the council. It will be included in the report that is going to council on November 20, 2007.

Vice Chair Monley asked if we anticipate having data from all the ten businesses? Mr. Maghamfar indicated that SJRA staff has done everything possible, and was only able to receive data from five businesses.

B. Central Parking 6-Month Status Report

Mr. Garcia referred to the Central Parking Status Report that was included in the packet. He gave a brief overview, and turned it over to Kendra Petty, of Central Parking Systems.

Ms. Petty distributed a handout and reported that on March 1, 2007 Central Parking System transitioned 20 properties from Ampco Parking. It has been a pleasure to work with City staff. They are very involved, we focused in setting expectations, laying out new training programs and getting our cashiers out of the booths, and more involved with the customers.

In July we worked with the City to implement the new \$5 rate. Implement new billing system including allowing monthly parking customers to pay online via automatic withdrawal. Revenues have been increased by approximately \$90,000 in the past seven months as a result of better cash handling procedures. We have seen a reduction in expenses of \$418,000, for a total saving of \$508,000 to date, which equals to approximately \$871,000 annual savings.

Central Parking will also be working closer with the City on the new maintenance plan to have cleaner garages, improve signage and administrative systems.

Boardmember Beechie asked how do you account for an \$871,000 savings over last year? Ms. Petty responded that it is month-to-month comparison to last year's numbers.

Chair Gemignani mentioned that she had received complaints from her neighbors that the credit card feature of revenue control equipment at the 4th/San Fernando garage has been out and paper notices were taped in the garage, which did not represent a professional job. Lou Fresquez of Central Parking responded that usually temporary notices are posted while typed signs are created, placed inside protective covers and posted.

Boardmember Saglimbeni asked if we will be seeing a surplus of \$871,000 at the end of the year? Mr. Ortbal indicated that most that savings were anticipated in the approved budget.

C. Holiday Traffic and Parking Plan

Mr. Zahir Gulzadah (DOT), gave a presentation on key steps that will be taken to promote the Downtown as a Holiday Event destination. Mr. Gulzadah distributed a handout (Holiday Traffic and Parking Management Plan), which was prepared for Summer 07 and listed a series of steps, which will be implemented to assist with the holiday traffic and parking. The plan includes:

- Downtown Holiday Brochure and Map
- Create an overall Event Schedule with attendance levels
- Signal Central to manage traffic
- Increase traffic levels at City Parking facilities
- Coordinating with private parking operators
- Utilize changeable message signs to direct motorist to available parking
- Deploy parking way finding wind master signs with "Holiday" theme/logo
- Utilize the parking guidance system PGS signs to promote available parking and other information
- Coordinate with the VTA to promote the use of mass transit (light rail, bus)
- Holiday moratorium on all new lane/street closure
- E-mail blast notification

A brief discussion and question and answer on Signal Central, Parking Guidance System, email blast notification and holiday moratorium on lane/street closure took place.

4. Capital/Finance

A. FY 2006-2007, 4th Quarter Financial Statement

Abi Maghamfar reported that the Board reviewed the financial statement at the previous meeting, however no action was taken. The item has been placed on the agenda for that purpose only. Boardmember Bales moved to accept the FY 2006-2007, 4th quarter financial statement. Boardmember Saglimbeni seconded. The motion was passed (7-0).

B. Capital Projects

Matt Farrell (DOT) gave a brief update on Capital Projects. The Parking Guidance System (PGS), phase II is a two-phase project; Phase II-A and Phase II-B. Mr. Farrell distributed a handout for the Phase A. The first page contains two prototype signs and their locations on Market Street and Almaden Boulevard. The goal was to have the signs operational for the holiday season. One of the issues was the pouring of the concrete. The signs will be shipped by the end of November, with hopes of being operational for the holidays. Preparation for the other 11 signs, as showed on the map, Phase B, starts December 2007, with completion in March 2008. Testing will begin in April 2008 and go through August 2008.

In SoFA, the pedestrian access from Market Street to the convention center is complete. 28 directional signs were installed in SoFA directing motorists to the Convention Center garage. The design of a 16-foot sign for the Market Street entrance to the Convention Center parking

garage has been reviewed by SJDA and SJRA and shop drawings are being prepared. The goal is to install this sign by early December.

A brief discussion took place on the PGS sign and its functions.

5. Parking Management Plan

A. PMP Implementation Plan

Abi Maghamfar reported that appraisal for the Greyhound parcel has been reordered. A draft appraisal has been received and is under review. It will be forwarded to Greyhound, once approved for distribution. We anticipate meeting at the end of the year with Greyhound and beginning negotiations. As part of the process we received information from Greyhound that in other Cities and States, Greyhound has worked with the municipalities to incorporate their facility into the proposed project. We are looking at options throughout their system to see if there are viable options for the City of San Jose to consider. We anticipate having some negotiated terms by the first quarter of 2008.

As part of the PMP and the Mayor's September 2007 Agency Budget Message, the Mayor directed the SJRA Executive Director and City Manager to look into:

1. The expansion of on street parking meters for the downtown;
2. Move forward with the appraisal of the 3rd Street Garage; and
3. Look at advance meter technologies for on street parking.

Agency and DOT staff are working together to prepare work order to commence these work on these items. A request has been sent to an appraisal company to prepare an appraisal for the 3rd street garage. Once a draft is received, after review by staff and appraiser, information would be released.

Public Valet RFP: DOT has been working with the City Purchasing division. They have been successful in advertising the Valet Parking RFP on October 29, 2007. The responses are due on November 9, 2007. If we are successful to get a qualified vendor, we should be able to have an agreement early to mid December. DOT will know the results on November 9, 2007. RFP is for a pilot program; the dollar amount is such that it would not be necessary to go to the Council for approval of the program.

Boardmember Bales indicated he has concerns regarding the 3rd Street Garage sale. Boardmember Bales explained that no criteria had been listed as to what the price point would be. Mr. Orbal addressed that staff will not support a value that does not reflect the value of the garage.

Mr. Maghamfar indicated that there are definite criteria that the appraiser will take into consideration when appraising commercial property, including highest and best use.

Jessica Garcia-Kohl indicated Mayor Reed had suggested that we move forward with an evaluation. The Mayor has indicated that the garage should not be sold below market value. It was a discussion that he wanted to happen earlier rather than later.

Joe Garcia indicated that the DASH route will be moved effective January 2008 from Santa Clara Street to San Fernando Street. VTA did a survey, the primary users preferred the San Fernando route, in particular SJSU students.

6. Reports/Coordination

A. City Council Agenda Items

- Second Status Report on the \$5 rate goes to Council on November 20, 2007.
- The Council's October 30, 2007 meeting approved the expansion of Clean Air Vehicle Program to include the Zero emissions vehicles that are registered in the City of San Jose to participate in the City's Clean Air Vehicle Program to receive validation at specified City parking facilities, and parking meters. The proposal was made by Council Member Constant proposed that Staff and the Board consider including in the future the expansion some segment beyond zero emission that are registered in the City of San Jose. Mr. Ortbal explained that since the zero emission was such a small segment it's not anticipated that there would be a big loss of revenue. If opened to the expansion segment beyond zero emission we could see a substantial loss of revenue. Staff did not make that recommendation, and the Board didn't take it up as a policy issue. When discussed again, let's bring it back as a policy.
- Study session on Convention Center Expansion on November 13, 2007 at Council Chambers beginning at 9 a.m. As part of the expansion SJRA has asked KAKU Associates to prepare parking analysis for Convention Center Expansion.
- Although not under purview of the DPB, the Agency has commenced a parking study of the Alameda Business District. KAKU Associates has been asked to do a parking analysis. This study will be completed in spring 2008. Vice Chair Monley questioned if there will be a community meeting on the Study. It was reported that a meeting has been scheduled for December 12th by the Alameda Business Association.
- Private Security RFP: Purchasing Department will be asking the Council to extend the current security contract will by four months in order to complete a new RFP and award a new contract. This is a citywide security and not just for parking garages. Chair Gemignani expressed concern that these items are under the purview of DPB and coming to the board after the fact, which does not allow the board appropriate review process.

B. Downtown Working Group

Angelique Nedrow reported that the next meeting of the Downtown Working Group will be on Friday, November 16th.

C. Downtown Projects Construction Coordination

- Whole Food was discussed earlier.

- The Axis project is on schedule for completion of June/July of next year.
- Tower 88 is the same schedule.
- 360 Residences anticipate completing the podium construction in 2-3 months and starting the construction of the tower.
- The Globe garage is finally finished and opened. It opened on November 1, 2007.

D. Parking Marketing Contract Services FY 2007-08 Status Report #1

Report was distributed in the packet, if any questions staff will answer.

7. Future Agenda Items

Semi-annual work plan for first six months of 2008.

Chair Gemignani expressed the importance of providing information material in advance of the meeting and in the packet.

8. Public Comment

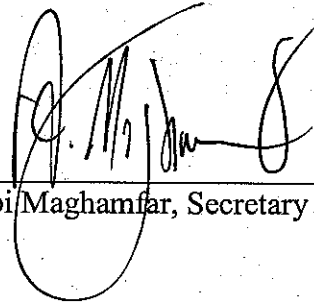
Rick Jensen, as a driver, commented on the new parking way finding signs installed in SoFA. The signs are too small, and not adequate for drivers. Okay for pedestrians.

9. Adjournment

Meeting was adjourned at 10:09 am.



Janis Gemignani, Chair



Abi Maghamfar, Secretary