
**DOWNTOWN PARKING BOARD
MINUTES
October 5, 2016**

200 E. Santa Clara Street, 5th Floor Conference Room

Item Subject

1. **Call to Order**

10:03 a.m.

Action: (4-0-2) Vice Chair Nichols moved to approve the meeting minutes for the August 24, 2016 DPB meeting. Board member Leege seconded the motion.

Absent: Board members Cord and Singh arrived late at 10:06am and 10:15am respectively

Document Filed: August 24, 2016 DPB minutes

2. **Chairperson Report**

Chair Carlson noted that three DPB seats will be vacated at the end of the fiscal year due to term limits for Chair Carlson, Vice Chair Nichols, and board member Renelle. Chair Carlson reiterated interest in reviewing dynamic/demand based pricing and shuttle service to redistribute demand across parking locations.

3. **FY 2015-16 Annual Financial Report**

Arian Collen (DOT) reviewed the FY 2015-16 Annual Financial Report and highlighted the following:

- FY 2014-15 Actual includes \$3.2 million vs. previously reported \$1.6 million due to budget office adjustment after year end
- Modified Budget was unchanged
- Revenues were \$16.7 million which was 108% of the modified budget
 - \$12.3 million from garages and lots
 - \$4.1 million from on-street meters
 - \$340K from miscellaneous and interest
- Operating Expenditures were \$9 million which was 95% of the modified budget, with savings seen primarily in payroll due to staff vacancies and SJPD garage security
- Transfers were \$5.19 million which was 76% of the modified budget as the Successor Agency to the Redevelopment Agency (SARA) had adequate tax increment to support \$1.7 million of the debt service payment for the 4th/San Fernando garage
- Capital projects expenditures totaled \$1.36 million which was 20% of the modified budget, with completed projects including the Market Street garage level counting system, Event Parking Dynamic Message Signage, Smart Meters, and miscellaneous Minor Parking Facility Repairs
- Net Revenue was \$2.5 million, higher than the modified budget by \$3.5 million due to increased revenue and decreased operating expenses as well as SARA making the second debt service payment
- Net Change to Fund Balance was an increase of \$1.16 million, \$9.07 million over the Modified Budget, due to the lower capital project expenditures, increased revenue and SARA's payment of debt service
- Detail summary of revenue and expense by location and Capital Projects

- Review of the customer service surveys results with averages ranging from 4.08 (out of 5) in Safety and 4.69 in Customer Service

A discussion ensued regarding the overall parking program operations and financials.

Action: (6-0-0) Board member Renelle moved to approve the FY 2015-16 Annual Financial Report. Vice Chair Nichols seconded the motion.

Document Filed: FY 2015-16 Financial Report

4. **FY 2016-17 Capital Improvement Projects (CIP) Update**

Mr. Collen provided an overview and update on the status of the FY 2016-17 CIP program noting the following:

- Downtown Dynamic Message Signs: \$74K spent of \$1.2 million budgeted. Project delays will see this project and its expenses continued into FY 2017-18
- Greater Downtown Area Multi Modal: \$0 spent to date with potential projects including the St. John realignment project (\$650K), Downtown Wayfinding (\$500K), and Downtown LED Street Lighting with costs TBD
- LED Garage Lighting: No expenditures to date of \$1.5 million budgeted
- Minor Parking Facility Repairs: \$21K spent to date with the 3rd St. Garage UPS project estimated at \$275K and ongoing miscellaneous facility repairs throughout the year
- Revenue Control Equipment: \$250K spent to date on Smart Meters. Remaining \$4.2 million anticipated to be allocated to the replacement of the Parking and Revenue Control System in the downtown garages with the RFP process underway
- Security Improvements: No expenditures to date
- Greater Downtown Parking Garage: \$67K spent on consultant services to perform site analysis and provide recommendation on potential lot/garage development opportunities in the Diridon/Arena area

Laura Wells (DOT) provided additional information on the Greater Downtown Area Multi Modal projects and noted that the St. John Realignment project bids came in at \$520K over budget. Project managers for the project are reviewing costs. Ms. Wells raised the question to the DPB on interest or willingness to allocate additional funds from the Parking Fund CIP to the project. A general consensus of the board was that the project was a priority to downtown and its proximity to the Market Street garage warranted additional Parking Fund support if needed.

5. **Update on Parking Programs & Rates Update**

Mr. Collen presented a handout with information and data to inform the DPB and to facilitate a conversation on parking rates and as requested the potential opportunities for a downtown shuttle: The following details were reviewed:

- A summary highlight and map of 12 large downtown parking lots/garages including rates for monthly, weekday, and evening/weekend parking
- Review of Average Peak Occupancy and active monthly permits at the City's Market, Third, 2nd/San Carlos, 4th/San Fernando garages, between September 2014 to August 2016
- Detailed daytime and evening weekday average peak occupancy data
- Review of existing contractual commitments impacting current and projected garage occupancy and monthly permit availability
- Review of existing downtown shuttle (DASH) and how it relates to City's parking portfolio of locations
- Review of shuttle operation costs ranging from \$300-500K per year

A discussion ensued regarding parking and potential shuttle operations. The board acknowledged the existing and anticipated occupancy levels within the parking facilities and status of rates. Additionally, after discussing opportunities and costs of a downtown shuttle, the board recognized that the cost to benefit of such an expanded downtown shuttle program is not warranted, and that funds can be better allocated to other parking system priorities.

6. **Reports/Coordination**

A. Multi-Modal Transportation Projects & Diridon Area Master Plan

In addition to previous discussion in item four above, Ms. Wells noted that the Autumn Street extension between Coleman and Julian is under construction, scheduled to open in early 2017.

B. Downtown Promotions and Marketing Update

This item was taken out of order after item 4

Scott Knies provided an update on the efforts to date by the San Jose Downtown Association (SJDA) as the City's marketing partner and noted the following key areas of focus:

- Print and radio advertising
- Digital and Search campaigns
- Outreach

C. Staff Verbal Update on Events & Activities

Mr. Collen reported on the following major events taking place downtown:

- Rock-n-Roll 5k, 10k, and half-marathon occurred last weekend
- SJ Sharks regular season begins October 12th
- Veterans Day Parade
- Turkey Trot on Thanksgiving
- Winter Wonderland and Christmas in the Park

D. City Council/Committee Agenda Items

Ms. Wells noted the following upcoming City Council agenda items:

- Tech Shop Parking Agreement delayed due to uncertainty of Tech Shop relocation
- Mayors Budget Message directing staff to review Team San Jose's potential management and operations of the Convention Center Garage, with a report to Council in November
- Revision and cleanup to the Market/Almaden Residential Permit Zone in October
- Revised parking agreement with DeAnza Hotel in November

7. **Future Agenda Items**

Items for the February 1, 2017 DPB meeting as outlined in the Annual Work Plan:

- Mid-Year Financial and Activity Report including Customer Survey Results
- Downtown Promotions and Marketing Rates
- Multi-Modal Transportation Projects & Diridon Area Masterplan

8. **Open Forum**

No Comments

9. **Adjournment**

11:50 am