



East Village Association, Inc. (EVA) Parking & Transit Committee Agenda
Thursday, November 8, 2018 @ 4:00 p.m.

Location: San Diego Central Library, 330 Park Blvd., **Room 221** San Diego, CA 92101

I. Committee Self-Introductions: **4:02 pm**

Present: Harry Schwartz, Tony Sardegna, Mark Olson, Tommy Lockwood, Rocio Colon, Michelle Luellen, Terry McCleary, Ben Verdugo, Roberto Castro

Staff: Dora McCann Guerreiro, Hillary Goldy

II. Public Comment (2-minute limit per organization)

III. Committee Chair, Harry Schwartz comments/changes to order of agenda

Action Items

- I. Presentation: San Diego Bike Coalition Rocio Colon & Michelle Luellen, San Diego Bike Coalition
- a. **“Urban Sites, Bites & Bikes Program”** in partnership with City of San Diego, Economic Development Department (EDD).
 - b. Program purpose: to bring tourists and “staycationers” to local bike friendly businesses and iconic areas that may not be appreciated by car, or bus tour.

Discussion: Price points for tourists / residents; public-right-of-way; booth space for (for bikes) w/ partnering organizations

Motion: H.Schwartz made a motion to support lifting the bike tour partnership program with the San Diego Bike Coalition off the ground. T.Sardegna seconded. No abstentions. Motion approved.

- II. Presentation: EVA-San Diego Padres Dedicated FRED Discussion Roberto Castro & Ken Kawachi, San Diego Padres
- a. Pilot program purpose: EVA-Padres dedicated FRED vehicle sponsorship on special event / game days to provide Padres patrons a fixed-route, not-accessible by foot, East Village destination stop following a special event / game day.

Discussion: goals – experience, emission reduction, routes based on partnerships, etc.

- III. Discussion: Opening Day Block Party Dora McCann Guerreiro, EVA, Mark Olson, MTS
- a. Board approved dates: Two day event – on Thursday, March 27th and Friday, March 28th.
 - b. Review of proposed “Do The Ride Thing” / MTS “take transit” partnership icon, *amongst other things*.

Discussion – support of multimodal transportation options, times to be confirmed

- IV. Discussion: East Village Association Budget Readjustment Ben Verdugo, CIVIC San Diego
- a. Report out from internal meeting(s):
 - i. Budget Adjustment to remove intersection mural and Employee Parking Program to possibly include Rumble Strip Traffic Engineering (off the 94 – Martin Luther King Jr. Freeway into “F” Street East Village), Smart Cities Partnership with City of San Diego, Padres-FRED Pilot Program sponsorship, Placemaking – Wayfinding Project.

Discussion – if rumble strips are a noise concern; discussed blinking lights/flashing signage

- V. Update: Possible Bird Public-Private-Partnership Dora McCann Guerreiro, EVA, ~~Sophie Beckerman~~, Bird
- a. Bird “Community Plan” for \$ contribution to the Downtown Mobility Plan.
 - b. Background: Bird is a dockless scooter-share company

Note: All East Village Association, Inc. agendas, minutes, and committee packets are available at 1202 Market St. San Diego, CA from 8:30 a.m. to 5:00 p.m. for public viewing. Also, copies may be requested by sending an email to Director@EastVillageSanDiego.com There is a nominal charge for paper copies.

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- VI. Member News:
- a. Tony Sardegna, San Diego Free Ride;
 - b. Mark Olson, San Diego Metropolitan Transit System (MTS);
 - c. Circulate San Diego;
 - d. Additional comments.

Adjourned: **5:25 pm**

Minutes Prepared by: **Hillary Goldy**

--- Adjournment ---

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