



East Village Association, Inc. (EVA) Parking & Transit Committee Agenda  
Thursday, December 13, 2018 @ 4:00 p.m.

**NEW Location: EVA Office Conference Room – 633 9<sup>th</sup> Ave., San Diego, CA 92101**

I. Committee Self-Introductions: 4:06 pm

**Present: Harry Schwartz, Tony Sardegna, Terry McCleary, Tommy Lockwood**

**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. Update: EVA-San Diego Padres Dedicated Shuttle Discussion Roberto Castro, San Diego Padres
- a. Pilot program purpose: EVA-Padres-additional partnership(s) TBD - dedicated shuttle sponsorship program to provide Padres patrons a fixed-route, not-accessible by foot, north East Village destination stop(s) following a special event / game day.
  - b. Goals: to enhance the Padres Game Day experience; promote East Village businesses not located directly in the Ballpark District, and to provide emissions free, alternative transportation options to the increasing East Village residential community.

*Report: The Padres have put this pilot program on hold for now. EVA would like to implement a cost analysis to discuss whether running our own FRED post-games is worth the investment. The EVA will also look into advertising videos in the FRED cars that utilize our partnership with David's Harp Foundation video production team. Lastly, the EVA would like to re-engage the employee parking program at Tailgate Parking lot and reassess the demand for such a program.*

- II. Discussion: Councilmember Chris Ward Memorandum re: Regulation of Dockless Scooters in San Diego TBD
- a. The City of San Diego response to memorandum sent on September 19, 2018;
  - b. Next steps to determine EVA level-of-involvement.

*Discussion: The Governor has signed new legislation that says if you are over the age of 18, you don't need to wear a helmet. The EVA will seek to track down additional PR representatives from the new dockless bike & scooter companies that have appeared recently downtown.*

- III. Discussion: Traffic Calming / Mitigation Signage from 94 into "F" Street CIVIC San Diego
- a. Report out from internal meeting(s):
    - i. Budget Adjustment discussion to include new Traffic Signage with flashing beacons / solar power off the 94 – Martin Luther King Jr. Freeway into "F" Street East Village.
    - ii. Need to determine if the location will be under CalTrans or Civic (City of San Diego) jurisdiction, as this will change the cost, necessary permitting, and delivery time.

*Discussion: EVA is looking to implement a flashing beacon that says "Slow Down" off of the 94. EVA would seek to customize the lights to say: "Welcome to East Village" in either yellow or white.*

- IV. Discussion: Budget Prioritization – Future Capitol Improvement Plan (CIP)? Dora McCann Guerreiro, EVA
- a. Discuss the need for a community needs assessment report;

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- b. Discuss the need for engineering consultancy hire for the necessary field collection to complete a needs assessment report.

*Discussion: EVA would like to hire an outside consultant to create a Capital Improvement Program (CIP) for future parking revenue outlays. Ideally, if needed, an RFP will be launched in January 2019, to be activated in February 2019.*

- V. 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: 5:27 pm**

**Minutes Prepared by: Hillary Goldy**

--- Adjournment ---

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