Traffic and Parking Advisory Board - Meeting Minutes
Date: March 11, 2025
Time: 5:30 PM – 7:15 PM
Location: Discover PB, 1503 Garnet Avenue

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1. Call to Order & Introductions

Meeting commenced at 5:30 PM. Attendees included representatives from:

- Board Attendees: Charlie, Ryan, Jennifer, Patrick, Gordon, Greg, Katie, John

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2. Non-Agenda Public Comment

Golf Cart Parking Proposal

A resident proposed legalizing golf cart parking under rules similar to motorcycles (e.g., perpendicular to curb or in underutilized spaces).
Key points:

- Petition has 140+ local signatures.
- Potential benefits include increased parking efficiency and sustainability.
- Board agreed to add the item as a **discussion item for the next meeting**, with potential action to follow.

Murals and Wayfinding Directory Proposal

Local artists presented a concept for business directory murals to improve walkability and beautify the community.

- Suggested as part of a broader arts and wayfinding effort.
- Board referred the artists to **Beautiful PB and Discover PB** for further development.

Digital Wayfinding Kiosks

Discussion of the City's downtown pilot of interactive, ad-supported digital kiosks.

- Board expressed interest but raised concerns about **vandalism** and maintenance.
- Alternative idea: **artistic projection mapping** installations as interactive, low-vandalism

options.

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3. Board Member Comments

Board members reflected on parking enforcement consistency and ongoing neighborhood concerns.

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4. Board Elections

- **Secretary**: Ryan (elected unanimously)
- **Alternate Chair**: Greg (elected unanimously; clarified this role is not a co-chair but a backup when the Chair is unavailable)

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5. Parking Meter Program Update

Overview:

- Meters installed October 2023; went live November 2023.
- As of February 2024: $2.50/hour from 10 AM–8 PM.

Revenue & Payment Trends:

- Revenue sharply increased after the February rate adjustment.
- 90% of payments via credit card; 9% via Park Smarter app.
- Board requested a **ticketing and enforcement data report** for the next meeting.

Concerns & Questions Raised:

- Several members questioned the status of the original “pilot” designation for the program.
- City staff acknowledged the pilot has effectively transitioned into a permanent program, with future **expansion under discussion**.

App Feedback:

- The Board inquired about transaction fees and alternatives like mobile-friendly web apps.
- Staff to explore costs associated with the Park Smarter app.

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6. Revenue Allocation & Policy Updates

Citywide Policy Shift Underway:

- The City is reviewing Council Policy 100-18 to adjust parking district revenue splits.
- A proposal recommends **25% of gross meter revenue** going to parking districts (vs. current 45% of net after city admin costs).

Board Action:

- Voted to **submit a letter supporting the 25% gross revenue split** ahead of the March 20th ATI Committee hearing.
- Noted risks include ongoing loss of increased meter revenue (currently diverted to the General Fund) and uncertainty over future district funding.

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7. Future Parking Expansion & Coastal Zone Impact

- City evaluating expansion of metered parking into **coastal areas**.
- A **parking occupancy study** is underway (expected in April) to guide decisions.
- Board requested:
    - Clarification on how new coastal meters might integrate into the PB parking district.
    - A report on **dynamic pricing** for high-demand areas (e.g., Padres games, summer weekends).

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8. Items for Next Meeting

- **Golf Cart Parking** – Discussion of feasibility and potential city/state-level advocacy.
- **Parking Enforcement & Occupancy Report** – Ticketing data, usage, and ADA exemption impacts.
- **Coastal Parking Expansion Update** – City response and study status.
- **Dynamic Pricing Presentation** – Overview of citywide parking study and recommendations.
- **Formal Letter Submission** – Letter supporting 25% gross revenue share model.

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9. Adjournment

Meeting adjourned at approximately 7:15 PM.