



OLD PASADENA PARKING METER ZONE ADVISORY COMMISSION

REGULAR MEETING

Department of Transportation
221 E. Walnut Street, Suite 210
Thursday, October 16, 2014
10:00 a.m.

DRAFT MINUTES

I. CALL TO ORDER

The meeting was called to order at 10:10 am by Chair Meymarian

II. ROLL CALL

Commissioners Present: Chair Meymarian, Marilyn Buchanan, Susan Hickman, Sally Luneta, and Steve Mulheim

Commissioners Excused: Scott Ward

Staff Present: Fred Dock, Gloria Flores, Dina Raya, Mike Woolson and Robert Montano

III. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

Sean Swanson, UPS, Baldwin Park – Expressed concerns regarding UPS drivers getting 2-3 tickets per day. UPS is averaging 10-12 tickets per day in Old Pasadena. The tickets are for parking in red, parking in alleys, parking over time at loading zones, and double parking. He is requesting leniency for UPS as they are just trying to service the community and there are not enough loading zones. He stated there are more valet parking spaces than there are loading zones.

David Harbock, Owner of Crown City Sports Shop, located at 17 N. Raymond – stated parking enforcement serves a good purpose but the 2 hours parking signs are not clear and visitors think they can come back and refeed the meter. He requested statistics regarding the type of parking citations issued and wants to know the location of all loading zones. He stated businesses suffer because of parking issues and this doesn't make Pasadena a friendly place to visit.

Linda, Wine Warehouse, - Wholesale distributor for all of California, concerned about tickets issued in alleys for the period August 22, 2014 to October 2, 2014. She stated that within 40 days they received 6 tickets for alley parking. Prior to the first alley citation her company had not received citations for loading within an alley. 30% of the citations issued to Wine Warehouse within 22 months were issued in Pasadena for parking in alleys. She would like a resolution for loading for her delivery drivers.

Teddy Bedjakian, Owner of Equator, stated he was responsible for putting up signs in the alleys. There was a meeting at Equator because the businesses were frustrated that the rules kept changing regarding loading in alleys. He would like a resolution to loading in alleys and that they post signs with loading regulations. The existing signs state loading for commercial vehicles only however some business owners that provide deliveries do not drive commercial vehicles.

Paul, UPS Representative – stated parking enforcement representatives are not properly trained. He tries to park in a legal spot in Miller Alley however he feels as though Parking Enforcement Representatives are racing to give him a ticket. He requested more loading zones and stated there are more valet zones in Old Pasadena than there are loading zones.

IV. NEW BUSINESS

None

V. OLD BUSINESS

A. Pedestrian Safety at Signalized Intersections – Joaquin Siques

J. Siques provided an update on the project. The project consists of bulb outs at Colorado and Fair Oaks. Video detection cameras have been installed to record movement. They are in the process of beginning a study to determine what the bulb out will do from a circulation stand point. The study will be done during peak hours and the information will be provided to OPPMZAC prior to construction and implementation.

B. Parking Occupancy Study – Norman Baculiano

F. Dock stated that the agenda report for the extension of meter hours till 2 a.m. on weekends, and unification of time zones and meters rates across the Old Pasadena district is scheduled to go to the City Council for approval on October 27, 2014.

C. Discuss Pay by Cell Phone Technology at Single Space and Multi Space Meters – Gloria Flore

G. Flores provided information regarding the use of Park Mobile. This system will allow users to pay by credit card at existing machines by using an app on their smart phones or calling a phone number. This will pass along the majority of the credit card fees to users without the expense of having to change out the existing meters. Park Mobile is offering a six month pilot program free of charge to the City of Pasadena.

F. Dock stated that there are a few models for use of credit cards at meters. If you want to have meters that accept credit cards you will either have to go to multi-space pay meters or purchase single space meters that accept credit cards. An additional option is to go to pay by cell technology. We currently pay communication charges and we are responsible for paying credit card transaction fees for the meters that accept credit cards. The difference between single space and multi-space meters is that every meter that accepts credit cards has an IP address. That means you have individual communications so if you have 2,000 meters you are paying a communications charge for every addresses. The reason that Park Mobile is being looked is that you offload the bulk of the credit card transaction fees to the users.

Commissioner Hickman expressed concerns that this option will not make it easier for her clients. Her clients may not want to open an account or have to deal with setting up an account to pay for parking.

Chair Meymarian stated that we should look at passing along credit card transaction fees to users. She requested that we look at other cities to see who is passing along convenience fees.

D. Parking Enforcement – Debbie Meymarian

The Commission requested Parking statistics for the last 2-3 years (FY11, FY12, and FY13) to see the number of citations issued. This was provided by the City. The Commission requested that the parking citations be sorted by type of violations. This information will be provided at the next meeting.

F. Dock stated the Department of Transportation needs to get together with Economic Development to figure out options for loading. There is a need to balance limited amount of space, a lot more activity than there was years ago, and a different type of activity pattern that is evolving with mixed used development as more residential development comes in. It will end up being a trade off because there is limited space. We will need to address whether to give up street space for more on-street loading, whether or not to reduce valet to provide more spaces, and how do they deal with alleys and fire regulations.

Commissioner Lunetta suggested looking at other cities that have similar problems. She stated other cities require deliveries before a certain time based on City codes. They coordinate with delivery companies to have one truck deliver to the entire City; they use a whole operating plan. Old Pasadena needs to come up with a system.

Chair Meymarian requested a copy of the Inter-Con Parking Enforcement Contract and asked D. Raya if there were training issues with the Parking Enforcement Officers. D. Raya responded that some complaints regarding Parking Enforcement Officers may be training issues and asked that the Commission e-mail her so that she can investigate complaints to determine if in fact they are training issues. D. Raya informed the Commission that Parking Enforcement does not cite passenger vehicles or vans for loading in commercial loading zones, they are allowed 20 minutes for loading/unloading in commercial loading zones.

Commission Buchanan stated she has spoken with UPS drivers that have informed her that they are receiving parking citations for vehicles that park in the loading zone but the loading zones are not long enough so the trucks stick out into the red zone.

The Commission requested a special emergency meeting to come up with a temporary solution prior to the holidays to address parking enforcement issues. At that meeting the Commission requested a breakout of citations for the last three years and a copy of the Inter-Con Parking Enforcement Contract.

E. Budget/CIP Fund Balance – Gloria Flores

Tabled to the next meeting.

F. Single vs. Multi-Space Meters – Charles Kindred

Tabled to the next meeting.

G. Meter Hour Extensions/Review Signage – Norman Baculinao

J. Siques discussed the issue of parking signs with the commission. The extension of the meter hours till 2am on weekends (Friday and Saturday) will cause ambiguity with the signs. The commission requested that additional mock ups of the signs be presented at the next meeting. The Commission also requested that the existing meters free time notation on the signs be left on the signs.

VI. INFORMATION ITEMS

- A. Financial Reports – Gloria Flores
- B. Meter Plant and Statistics – Gloria Flores

VII. APPROVAL OF MINUTES

A. February 6, 2014 Meeting

Commissioner Buchanan moved to approve the minutes of February 6, 2014, as submitted, seconded by Commissioner Hicks. **Motion carried unanimously.**

B. July 17, 2014 Meeting

Commissioner Buchanan moved to approve the minutes of July 17, 2014, as submitted, seconded by Commissioner Hicks. **Motion carried unanimously.**

VIII. COMMISSIONER COMMENTS

None

IX. CHAIR'S COMMENTS

None

X. OTHER REPORTS

None

XI. ADJOURNMENT

The meeting adjourned at 11:45 a.m. A Special Meeting was scheduled for November 18, 2014 at 12:00 p.m.