



East Village Association of San Diego – Parking & Mobility Committee
Tuesday, January 31, 2023 at 3:00pm
Spaces Makers Quarter (845 15th Street, 2nd Floor) or via
Zoom Virtual Meeting: <https://us02web.zoom.us/j/85297275076>
or call 1-669-900-6833 / Meeting ID: 852 9727 5076 / Password: 092101

1. Zoom Meeting Protocol & Introductions / Terry McCleary, Interim Chair

All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to the topic being discussed.

2. Continuing Virtual Meetings Pursuant to AB 361

Action Item P. 2

Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

3. Non-Agenda: Public Comment & Announcements

4. Midyear Review of FY23 CPD Budget & Projects

Action Item P. 3-7

5. Enhanced Pedestrian Lighting RFP for Market Street

Action Item P. 8-15

6. Placemaking/Wayfinding Signage

P. 16-23

7. FY24 CPD Projects

Action Item P. 24

8. Other

9. Old Business

It is the practice of the LIA to formally request that an item under Old Business be pulled from the Agenda and placed on a future Agenda for Discussion and/or Action.

- a. None

10. Adjournment

Action Item

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at meeting location and on the EVA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Dominic Li Mandri at 619-233-5009 or via email at dominic@newcityamerica.com at least 48-hours prior to the meeting. **VIRTUAL MEETING / COVID-19.** Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all EVA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th Street ▪ San Diego, CA 92101 ▪ Phone 619-546-5636
Email: info@EastVillageSanDiego.com ▪ Website: www.EastVillageSanDiego.com
Facebook / Instagram/ Tik Tok / Twitter: [@EastVillageSD](https://www.instagram.com/EastVillageSD) ▪ [#EastVillageSD](https://www.facebook.com/EastVillageSD)

AB 361 Overview
9/30/2021

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) **either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

- (A) The legislative body has reconsidered the circumstances of the state of emergency.
- (B) Any of the following circumstances exist:
 - (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
 - (ii) State or local officials continue to impose or recommend measures to promote social distancing

Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.

**EVA FY23 Midyear Adjustment
Projected After 2/10/2023**

	Apprvd Budget	YTD (Dec 22)	Mid-Yr Remain	MY Budget Adj
Consulting / Business Promotion				
Social Media Consultant	\$4,000	\$0	\$0	\$0
Ambassador Program	\$130,810	\$78,316	\$16,157	\$146,967
<i>Installation of Parking Meters</i>			\$10,000	\$10,000
	\$134,810	\$78,316	\$26,157	\$156,967
Personnel				
Executive Director	\$33,600	\$13,287	\$0	\$13,287
Operations Manager	\$21,600	\$0	\$0	\$0
Payroll Taxes	\$6,500	\$32	\$0	\$32
Payroll Fees	\$40	\$0	\$0	\$0
Workers Comp	\$1,334	\$183	\$0	\$183
<i>Program Management (Jan 1 - Jun 30)</i>	\$0		\$37,995	\$37,995
	\$63,074	\$13,502	\$37,995	\$51,497
Design & Improvements				
Placemaking / Banners	\$58,938	\$0	\$0	\$0
Placemaking / Tecture	\$37,938	\$0	\$0	\$0
Placemaking / Lights	\$50,000	\$0	\$152,804	\$152,804
Parklet Maintenance	\$3,000	\$300	\$0	\$300
	\$149,876	\$300	\$152,804	\$153,104
Promotion / Advertising / Marketing				
Graphic Design	\$1,000	\$0	\$0	\$0
Market Research / Home Bus.	\$6,000	\$0	\$0	\$0
Outreach-Welcome Packet	\$3,000	\$0	\$0	\$0
IT Website	\$250	\$0	\$7,000	\$7,000
IT Services	\$5,000	\$2,800	\$0	\$2,800
Member Events	\$13,200	\$0	\$0	\$0
<i>Mobility Choice Education</i>		\$3,000	\$0	\$3,000
	\$28,450	\$5,800	\$7,000	\$12,800
Office Operational				
Accounting Services	\$0	\$3,000	\$0	\$3,000
Office Rent	\$7,600	\$5,077	\$7,300	\$14,900
<i>Storage</i>			\$1,200	\$1,200
	\$7,600	\$8,077	\$8,500	\$19,100
Special Events				
	\$11,000	\$0	\$0	\$0
	\$11,000	\$0	\$0	\$0
	\$394,810	\$105,995	\$232,456	\$393,468
				\$1,342

Item #3

MINUTES
DOWNTOWN PARKING MANAGEMENT GROUP
MEETING OF

THURSDAY, APRIL 14, 2021
11:30 A.M.

Virtual Zoom Meeting

1. Roll Call ~ Chair Paul Robinson called the meeting of the Downtown Parking Management Group (DPMG) to order at 11:35 a.m.

Members Present: Chair Paul Robinson, Vice Chair Gary Smith, and Members Michael Trimble, Harry Schwartz, Chris Gomez and Nancy Wilson-Ramon

Members Excused: Daniel Reeves

Member Absent:

2. Non-Agenda Public Comment

None.

CONSENT

3. Approval of Minutes from Meeting of February 11, 2021

Member Trimble moved and member Gomez seconded a motion that the DPMG approves the minutes of April 8, 2022. Chair Robinson, Vice Chair Smith, and members Trimble, Schwartz, Gomez and Wilson-Ramon voted “Aye.” **The motion passed**

INFORMATIONAL

4. City of San Diego Updates – Ben Verdugo, City of San Diego Staff

Community Parking District Manager Ben Verdugo provided a brief update on the Shared Mobility Device Program RFP and stated that the City is in the process of selecting four

contractors who will provide SMD services throughout the City. The City will also reduce the total number of approved devices on an annual basis and will require all parking of scooters in on-street corrals.

REGULAR

5. FY23 Downtown Community Parking District Budget and Neighborhood Parking Program Budgets– Ben Verdugo

Community Parking District Manager Ben Verdugo utilized a PowerPoint presentation to provide details of the Fiscal Year 2023 Downtown Community Parking District Budget and introduced the individual Neighborhood Parking Program Budgets.

The following representatives provided PowerPoint presentations to summarize proposed budget details of each respective district:

- Michael Trimble – Gaslamp Quarter Association
- Karamia Thompson – East Village Association
- Chris Gomez – Little Italy Association
- Sean Warner – Columbia, Cortez, Core and Marina

N. Wilson Ramon made a statement on behalf of the Cortez Hill Active Residents Group. *The Cortez neighborhood continues to be disappointed in its' budget allocation. As one of the large neighborhoods downtown we have significant needs in the basic pedestrian safety and signage. We believe the budgets based on history perpetuate the inequality that has existed, and we will not have the money to make substantial change in the future. We request that next year's budget takes this into account.*

Motion: Member Wilson-Ramon moved and Member Gomez seconded a motion to receive and approve the 2023 Downtown Community Parking District and Neighborhood Parking Program Budgets.

Vote: Chair Robinson, Vice Chair Smith, and members Trimble, Schwartz, Gomez and Wilson-Ramon voted “Aye.” **The motion passed.**

OLD BUSINESS

It is the practice of the DPMG to formally request that any items under Old Business be pulled from the Agenda and placed on a future Agenda for Discussion and/or Action

1. Old Business
 - A. Demand for Long/Short-Term Parking
 - B. Locations for Green Curb Meter Installation

Downtown Parking Management Group

Minutes of April 8, 2021

Page 3

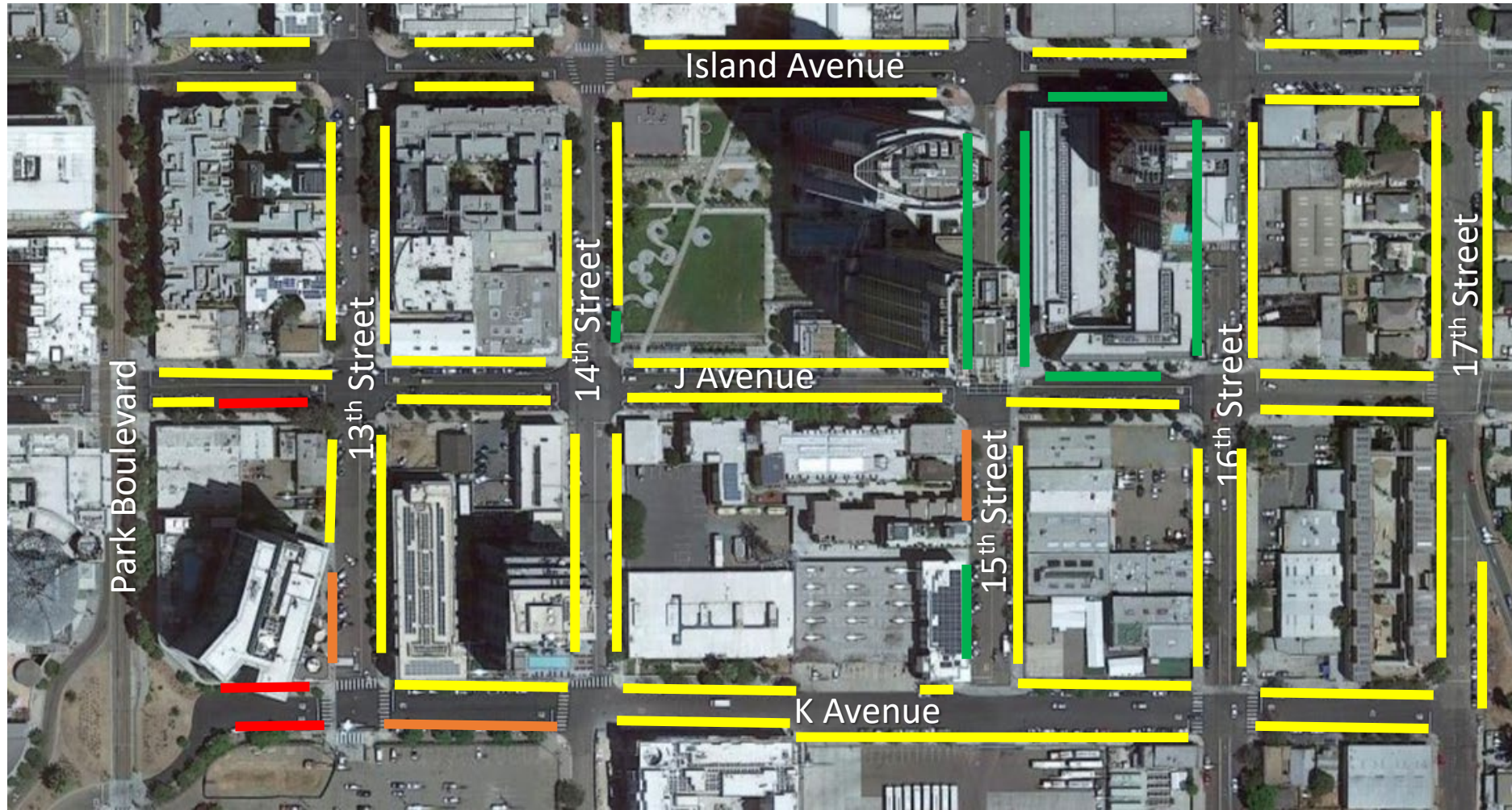
- C. Cost/Pricing Issues
 - D. Shift of Parking Hours in the Marina District
 - E. Multi-Use Pilot Program
 - F. Metered Parking During Special Events
 - G. East Village Parking Spaces – Conversion of Free Spaces to Metered Parking
 - H. No Park Zone on Fifth Avenue
 - I. Proposed Designation Cortez Member Seat on DPMG
 - J. Extend Meter Hours into Evening and Include Sunday Meters
 - K. Curb Management and TNC Drop Off Zones
2. Deferred Business
- A. Permit Program
 - B. Parking Permit Program for Cortez Hill
 - C. Creation of Transportation Management Association

6. Member Comments ~ None

7. Announcements ~ Next Meeting – Virtual meeting May 12 at 11:30 a.m.

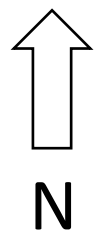
ADJOURNMENT ~ The meeting was adjourned at 12:50 p.m.

East Village Future Parking Meters



Legend:

- Existing Meters
- Existing Time Limit Parking
- Pending Time Limit Parking Evaluation
- No Parking



**Estimate: 2020347 East Village - Market
Street 7th to 17th**

Brendan McCartney

From	To
Brendan McCartney Pro-Cal Lighting Inc. 1155 S. Santa Fe Ave Vista, CA, 92083	Chris Gomez East Village Association Inc. 1041 Market St San Diego, CA 92101

1155 S Santa Fe Ave. Suite A, Vista CA 92083 | o: 760.994.6959 f: 760.560.1670 | ProCalLighting.com
CSLB #C-10 1002601 8(a) Certified (MBE) Certified Minority Owned Business (SB) Small Business
(DBE) Disadvantaged Business Enterprise CAGE CODE: 7CR52 CS DGS Supplier #1795967
NAICS: 237130, 238210, 541490, 561790, 711510. DIR #1000019052 DUNS #079708930

Scope of Work

We propose to furnish the material and labor on the above referenced project for the amount shown below. This proposal is based on the scope of work as detailed below and the following clarifications / exclusions listed below.

Narrative

- **PHASE 1:** Assist in permitting, observation, and inspection of prospective lighting system.
- **PHASE 2:** Procurement and Installation of GFCI electrical outlets at midblock poles from 7th Ave to 17th on North and South sides of Market Street.
- **PHASE 3:** Procurement and Installation of dynamic RGB Lighting Strands from 7th Ave to 17th on the North and South Sides of Market Street

Description	Quantity
Phase I	
Electrical Engineering	2
Structural Engineering	2
Permits	3
Observation and Inspection	1
Prefab	2
- Phase I Total Estimate	\$17,539.29
Phase II	
Tamper/Weather Resistant GFCI Receptacle, 15A, 125V, White	20
CM-150 CA, 4 WIRE DIFFERENTIAL OUT, 4A, 24V, IP00, DIN (109-000033-00)	20
Cambium V1000 Node	40
Light System Manager gen6, 5,000 Node 103-000042-05	1
WIRELESS MODUM Netgear Lb2120 - Wireless Cellular Modem - 4G Lte - Gigabit Ethernet... NEW	1
#12 THHN Stranded Copper Wire	500
In-Use Cover, 1-Gang, Weatherproof (MM420C)	20
Mobilization	1
(T) Sunbelt 25-27' RT Scissor (WEEKLY RATE)	8
V3000 Cambium Node	1
8 Port Dlink POE Switch (DGS-1008P)	12
Project Manager	80
- Phase II Total Estimate	\$101,850.18
Phase II	
12x12x6 Nema 4	20
1/8" X 500', 7x19, Vinyl Coated Galvanized Cable Reel - PROSTRAND	10
SPECIAL, FLEX LMX, GEN2, 50 NODES, 24IN/610MM OC, BLACKNODE/CABLE, CLEAR FLAT LENS, 3FT WHIP (999-008113-04)	40

Description	Quantity
Programming / IP Addressing / Software Commissioning Time	80
Additional Materials	1
20x24x8 Nema 4	6
Outdoor Category 5 Ethernet	4,000
SPECIAL, MARQUEE BULB, SEMI-FROSTED/ BLACK, BOX OF 50 (999-007997-05)	40
Meanwell HLG-320H-24	20
Photocell EK4436SM Nightfox	20
- Phase II Total Estimate	\$146,173.90
Total Estimate	\$265,563.37

Inclusions

- PHASE 1:** ProCal will provide design documents, manufacturer information, and electrical load calcs (specific to new load) for permit submission.
- PHASE 2:** Bid assumes that existing electrical infrastructure at base of midblock poles is in working order, and will NOT require fuse replacement or other repair.
- PHASE 2:** Bid assumes voltage available at base of pole is 120v.
- PHASE 2:** Bid assumes "in working order" structural integrity of existing midblock poles.
- PHASE 2:** Bid assumes single gang GFCI Receptacle Outlet.
- PHASE 2:** Intent is to use a GFCI receptacle per Electrical code, and to utilize an "in-use" bubble cover.
- PHASE 3:** RGB product from Color Kinetics maintains a 5 year manufacturers warranty.
- PHASE 2 & 3:** Bid assumes use of a 20' Electric Scissor Lift throughout duration of install of Phase 2 and Phase 3.
- PHASE 2 & 3:** Bid assumes that all work will be done from the sidewalk, without intrusion to the right of way.

Exclusions

-
1. All subterranean work .
 2. Replacement of existing poles or midblock post top luminaires.
 3. Traffic Control.

Qualifications

1. Pricing is based on acceptance entire scope. Pricing may change if a scope needs to be changed or removed.
2. It is presumed that the existing electrical service/equipment can accept any/all of the added electrical equipment/ demand, and that all existing equipment is in good working conditions to accept the alterations per the above scope of work.
3. Pricing is based on the quantities as detailed above and does not necessarily represent a one for one installation.
4. Pricing is based on lay-down for tools, equipment and material being in the immediate area.
5. This bid assumes that the staff facilities will be available during this time to assist access to the site, and during the commissioning process.
6. Pricing is based on providing safe-off only for electrical devices and equipment to be removed under the demolition scope of work. Salvage or storage of any equipment/materials is by others.

Exclusions

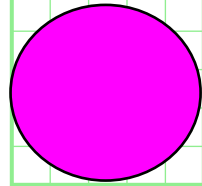
1. Any work other than what is specially mentioned in the scope noted above.
2. Unforeseen conditions.
3. Field cutting, coring, patching, painting and coatings for all exterior surfaces.
4. Spare materials.
5. Re-supporting of all non-code compliant wiring or conduits not associated with scope noted above.
6. Utility fees.
7. Seismic Bracing to existing conduits.

Please call me at (858) 539-3857 if there are any questions regarding this proposal. This quotation is valid for (15) days from the date of proposal, and any modifications or amendments to this document must be in writing.

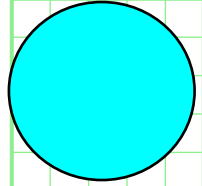
Sincerely,

Brendan McCartney
Vice President Preconstruction
(858) 539-3857
bmccartney@procallighting.com

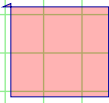
Concept and System Overview



Traffic Light or Streetlight



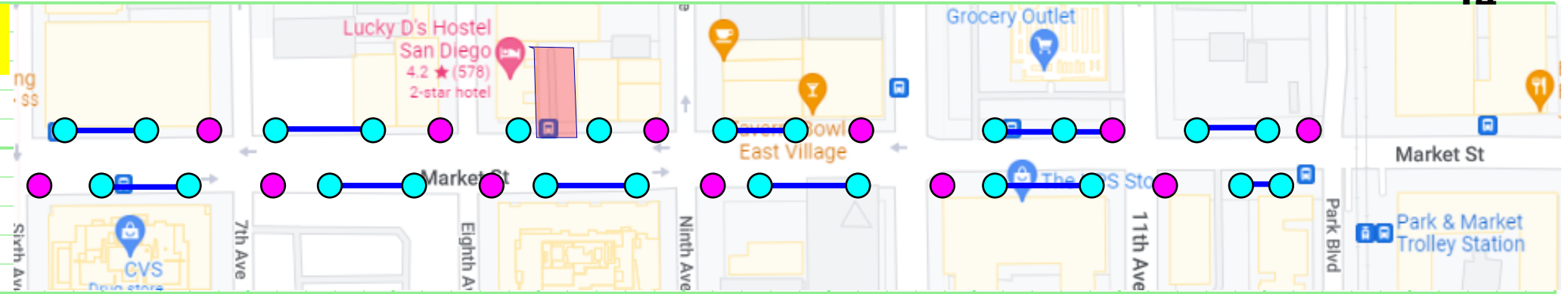
Post Top Pedestrian Poles



Open Parking Lots

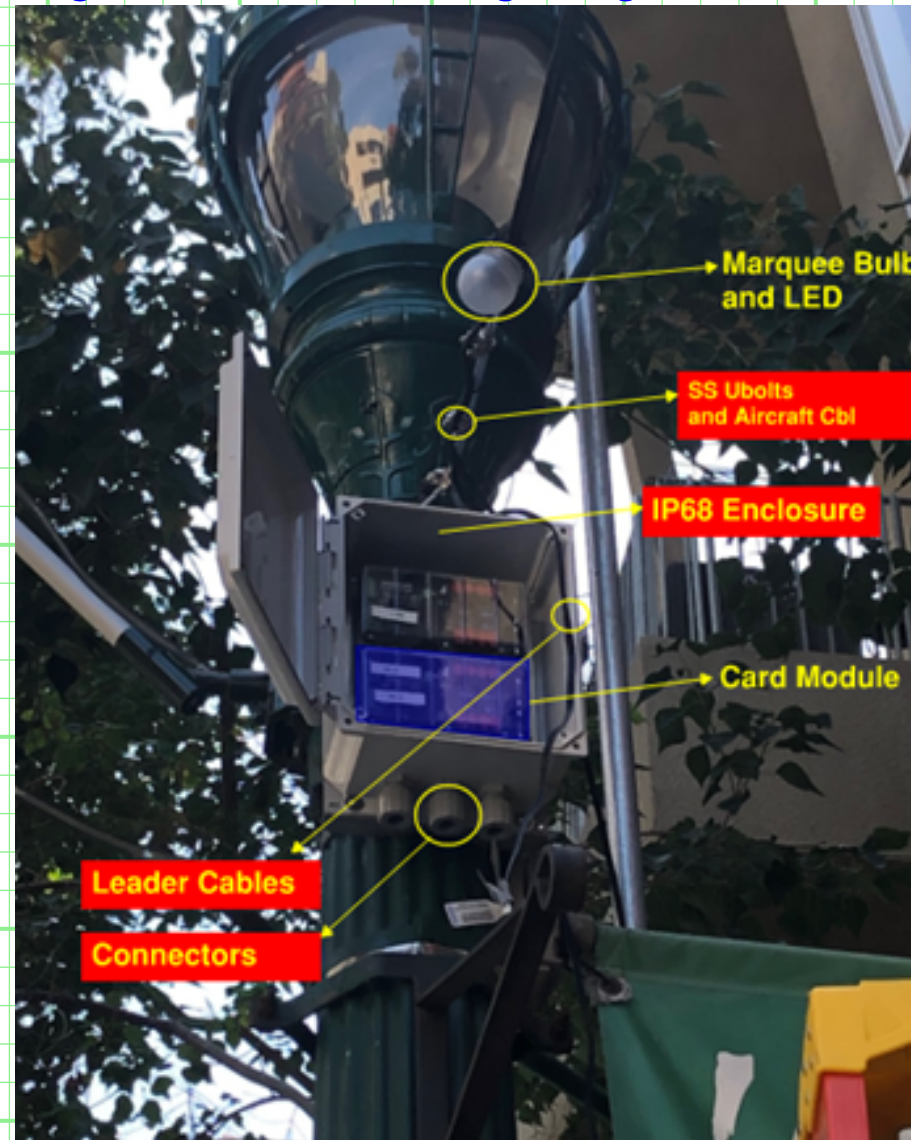


RGB Strand Lighting



- 1.) Design is based on language: "Midblock" defined as post top pedestrian poles. Traffic lights or streetlights will NOT be used for anchoring of any aircraft cable.
- 2.) See "Columbia District - Reference Permitting Plans" for additional information.

Diagram of Strand Lighting and Devices





EV PLACE-MAKING

CONCEPTUAL DEVELOPMENT

Proposed to : East Village Association

Date : 04.14.21

Location : East Village

Presented by : Tecture // Design + Fabrication

CONCEPT : EV ENERGY - BURST

A DYNAMIC ADAPTATION TO REPRESENT THE
STYLE AND PERSONALITY OF EAST VILLAGE

LOOK LIKE?

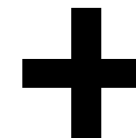
ENERGETIC
BOLD
UNIQUE
APPROACHABLE
DYNAMIC
PLAYFUL

DO?

- ACTIVATE THE STREET SCAPE
- ENGAGE THE COMMUNITY
- ESTABLISH A VISUAL LANGUAGE
- PRESENT AN ARTISTIC VIBE



1. DIRECTIONAL
The look of the branding elements can be seen as a directional arrow. This works well to be directional beacons for people walking through the East Village area.



2. BURST
The overall concept of the design is on that of the burst. The idea of energy and a bold piece make this element so unique.

SML - GUERRILLA BRANDING

THE WRITING IS ON THE WALLS. Small installations on buildings, with the approval of the owner, could boost the artistic feel of the location while still bringing branding to East Village. Through phrases, common color usage, or style of fabrication, these pieces could tie the area together in a less expensive yet feasible manner that won't have to go through heavy city permitting to accomplish.



CONCEPTUAL OPTION 1
- WOOD/ STEEL MESH / 3FORM



CONCEPTUAL OPTION 2
- 3FORM

MOUNTING HARDWARE

These pieces can be mounted with anchors to the buildings. There would need to be an agreement to allow the posts to be set, but they would be minimal and extremely strong.



INSPIRATION & MOUNTING

Anchors would have to be set into the building. Alternative mounting options for attachment to light poles / electrical posts / trees / etc. can be established.

The pieces should have an illumination so that they can be seen at night, helping to brand the neighborhood day and night in a subtle yet interesting way.

INSTALLATION

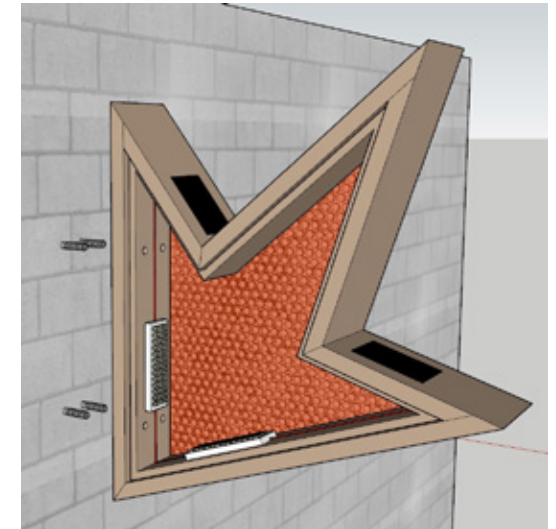
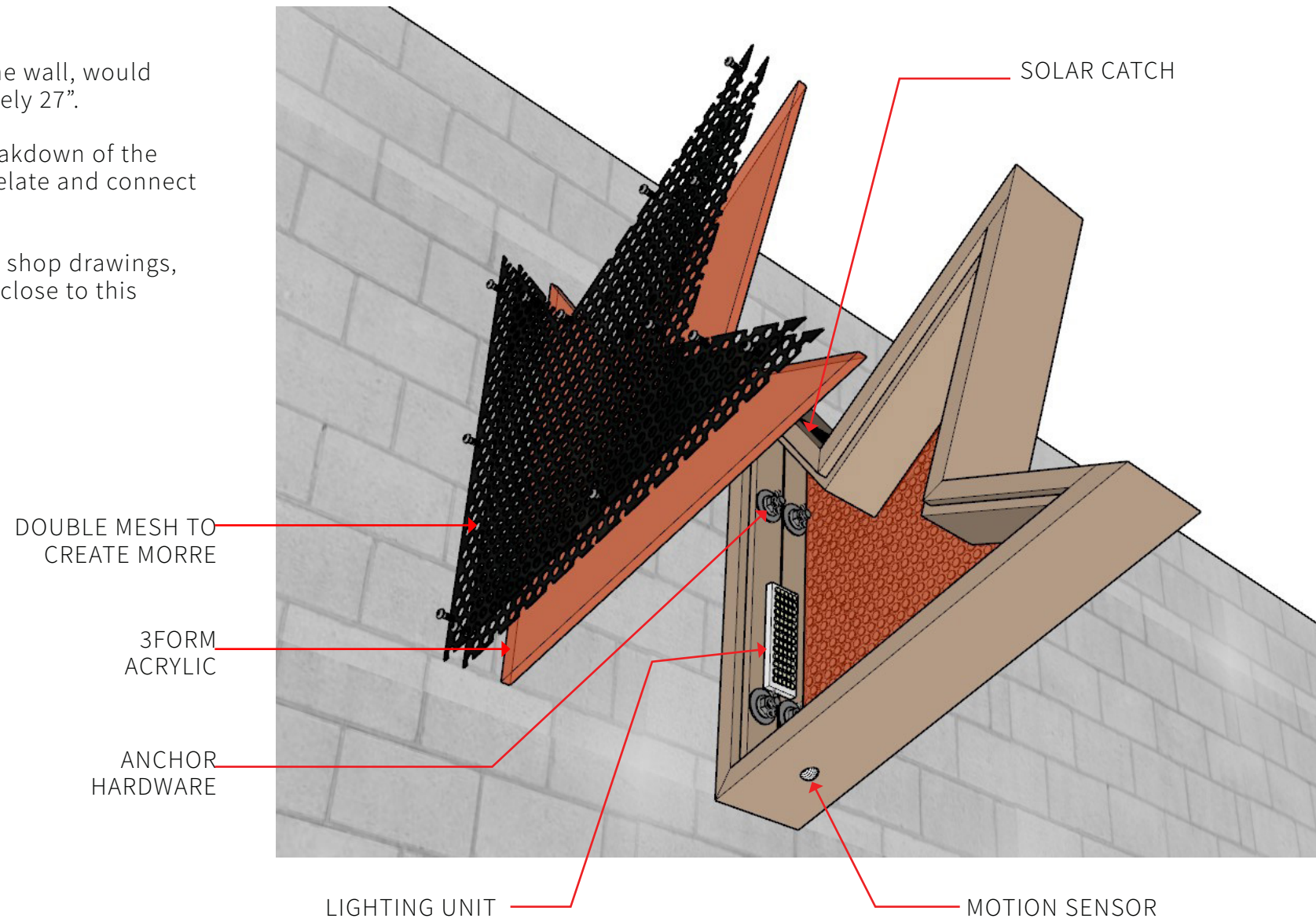
ASSEMBLY & INSTALLATION

The unit, when attached to the wall, would stand off the wall approximately 27”.

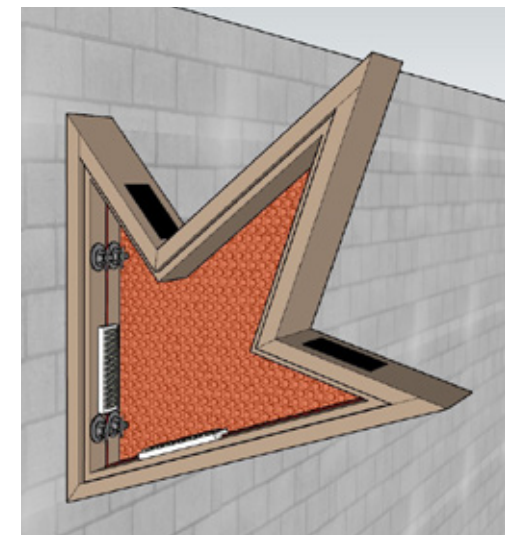
Shown in this picture is a breakdown of the elements and how they will relate and connect to one another.

This will be developed within shop drawings, but the overall would stay as close to this design as possible.

AXON OF THE UNIT



UNIT WITH EXPOSED SUPPORT



UNIT ATTACHED TO WALL



ASSEMBLED UNIT

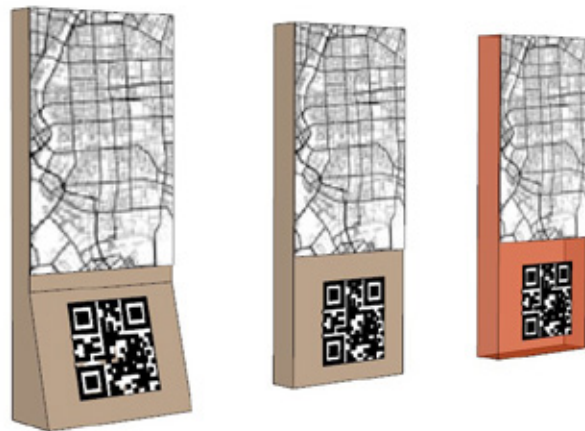
EAST VILLAGE QR

EAST VILLAGE QR CODE

A small display can be located at the base of the mounted element with a QR code for people to walk by and link into information about East Village. This could be mounted on wood or on the brand color 3Form material, with an etched in street linework of the East Village area, with markers for pertinent locations.



EXAMPLE OF CITY ETCHING

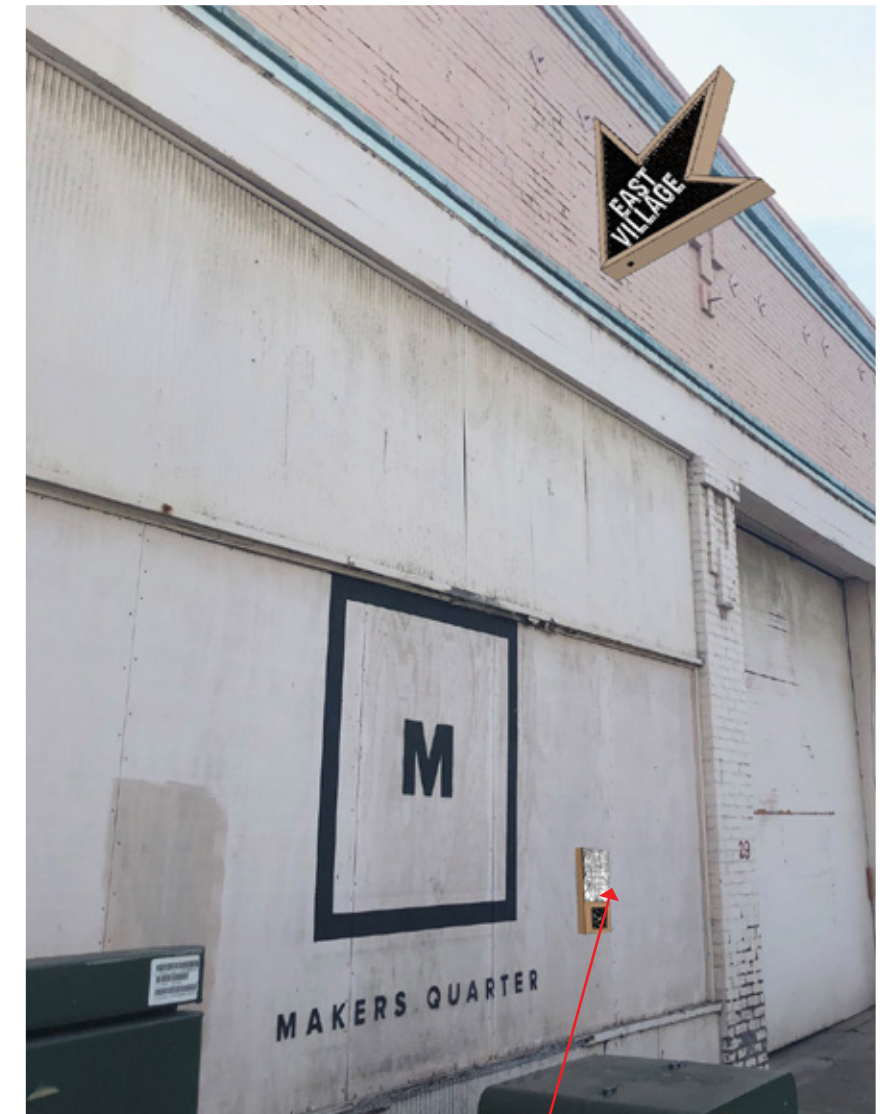


PLAQUE OPTIONS

SML - INITIAL RENDERERS



QR PLAQUE



QR PLAQUE

MATERIALS

WOOD

Not just any type of wood would have the durability to deal with the sun and salt that is typical of the San Diego climate, but there is one that stand above the rest when it comes to durability, toxicity, and sustainability. Accoya

Accoya wood is the ideal material for exterior applications, from sculptural items to cladding for homes. Some of the key features for this material include:

DIMENSIONALLY STABLE

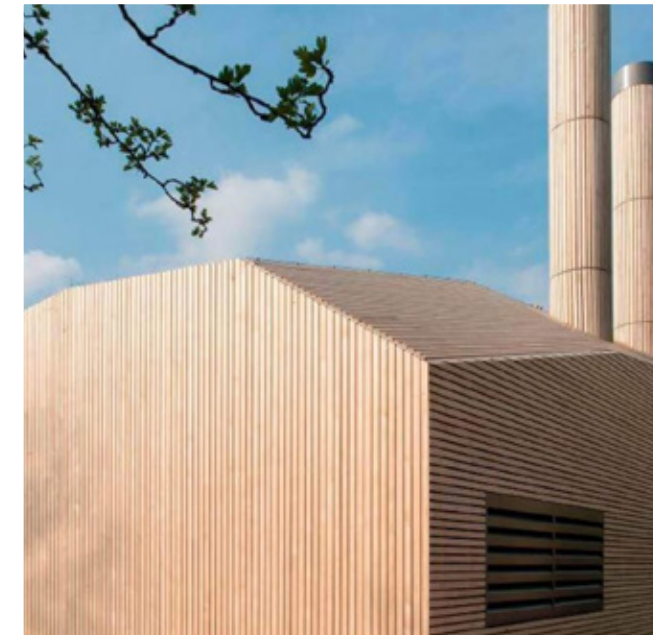
- Swelling and shrinkage reduced by 75%
- Reduced maintenance costs

OUTSTANDING DURABILITY

- 50 year life above ground, it surpasses even teak.
- Virtually rot proof

Some other benefits of working with this wood include:

- Indigestible to a wide range of insects, including termites.
- From FSC and other regionally certified woods.
- Acetylate process is shown to improve strength of the wood.



MATERIALS

PERFORATED STEEL

An extremely durable material, perforated and mesh steel sheets are an ideal material to use for their long lasting principals. Combining these materials with powder coating is a great way in which to ensure the material to extend its life, especially in exterior settings.

BENEFITS

- Wide range of material thicknesses that are suitable for fabrication processes.
- Easy to manipulate through cutting and welding
- Water-jetting allows for easy brand applications.

BENEFITS OF POWDER COATING

DURABILITY

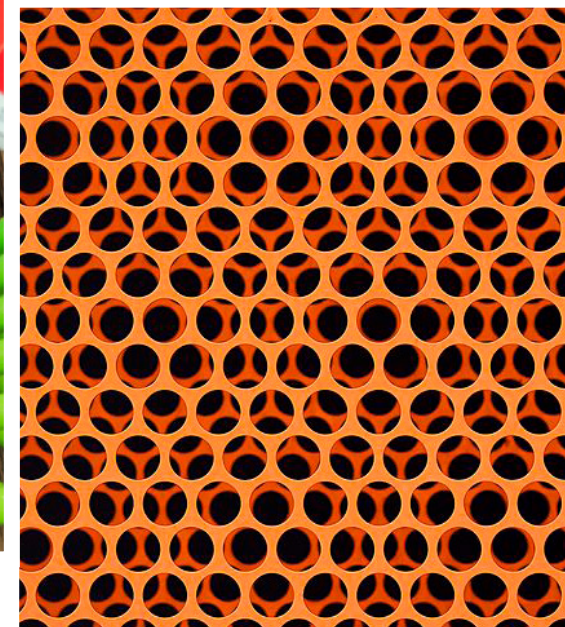
- When cured, powder coating forms a protective finish that is much harder than conventional paint.

COST EFFECTIVENESS

- While initially more expensive, durability lends it to having a longer life than conventional paint.

ENVIRONMENTAL IMPACT

- This is lessened due to its application process, which produces a very low amount of waste.



MATERIALS

3form POLYCARBONATE RESIN

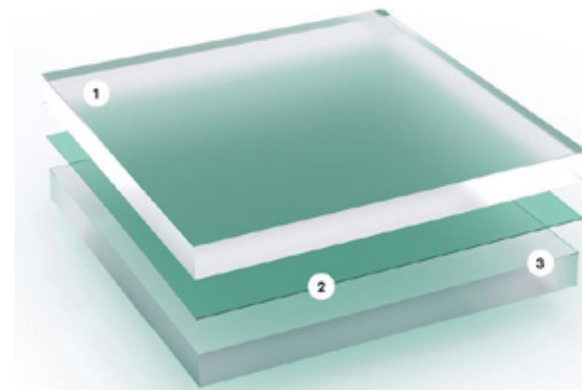
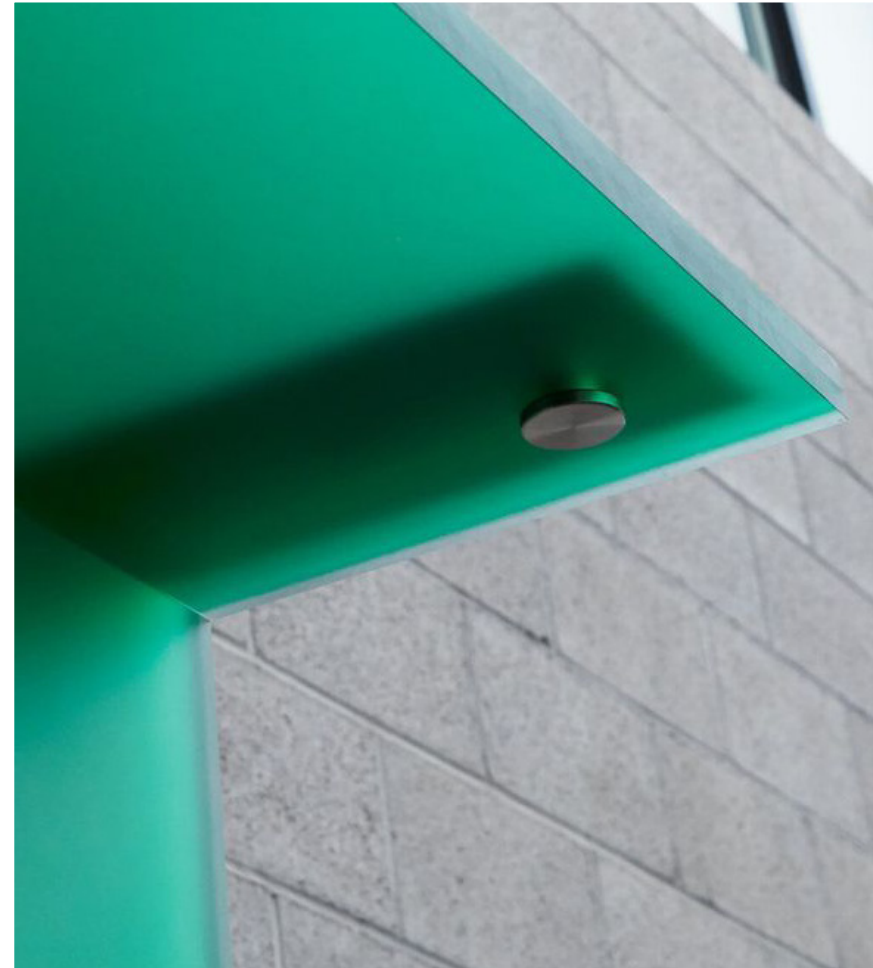
For exterior applications that require some form of translucence and color, this incredibly durable polycarbonate is an ideal solution. Coming in a couple of exterior grades, these materials can be matched to over 250 colors, making them a great material for pieces that need to sustain the elements as well as their color tone. Use of lighting features with these materials is encouraged as they have excellent clarity and transmission of light.

BENEFITS

- Scratch resistance applications are available
- Color to a specific palette
- Control lighting effects
- Beautiful matte finishes available

Some other benefits of working with this material include:

- Incredible durability
- Easy to form, cut, and manipulate
- Excellent translucency



**East Village Association Inc.
Proposed 2023-24 CPD BUDGET**

INCOME	
Parking Meter Revenues	394,810.00
	394,810.00
Total INCOME	394,810.00
 EXPENSE	
Neighborhood Supplemental Parking Program	
Parking Meter Aquisiting & Installation	
Program Management	
	-
Total Neighborhood Supplemental Parking Program	-
Marketing & Promotions/Programs	
Printed Material	
Public Relations Contract (Partial)	20,000.00
Website Maintenance (Partial)	2,000.00
Program Management	
	22,000.00
Total Marketing & Promotions/Programs	22,000.00
Neighborhood Initiatives & Special Projects	
Enhanced Pedestrian Lighting	
Enhanced Security	
Pedestrian Barriers & Beautification	
Wayfinding Signage & Installation	
Program Management	
	-
Total Neighborhood Initiatives & Special Projects	-
Operational	
Accounting Services & Audit	4,500.00
Computer Services	2,000.00
Office Rent	12,000.00
Storage	1,200.00
Program Management	51,497.00
	71,197.00
Total Operational	71,197.00
Total EXPENSE	93,197.00
 Variance	 301,613.00