



REGULAR MEETING MINUTES
November 12, 2024
CITY OF SOUTH SAN FRANCISCO
REGULAR MEETING
PARKING PLACE COMMISSION

CALL TO ORDER: The meeting was called to order at 5:04 p.m. by Chairperson Dana Abarca.

ROLL CALL:

Present: Dana Abarca, Chairperson
Brandon Chan, Vice Chairperson
Hermes Monzon, Commissioner (*arrived at 5:28 p.m.*)

Absent: None.

City Staff: Marissa Garren, Secretary to the Parking Place Commission
Diana Wang, Clerk to the Parking Place Commission
Alex Henry, Public Works Program Manager
Ernesto Lucero, Economic Development Manager
Michael Guss, Economic Development Specialist

AGENDA REVIEW: No changes.

PUBLIC COMMENT: None.

CONSENT CALENDAR:

- 1. Approval of the Meeting Minutes of the Parking Place Commission for August 13, 2024.**

Motion Vice Chair Chan / Second Chair Abarca — to approve the August 13, 2024 meeting minutes as submitted. Approved by voice vote (2-0-0).

- 2. Approval of the Meeting Minutes of the Parking Place Commission for October 8, 2024.**

Motion Chair Abarca / Second Vice Chair Chan — to approve the October 8, 2024 meeting minutes as submitted. Approved by voice vote (2-0-0).

ADMINISTRATIVE ITEMS: None.

ITEMS FROM THE COMMISSION:

- Vice Chair Chan asked for an update on the new parking enforcement vendor, LAZ Parking, and requested that they attend a future meeting to provide more information.
- Vice Chair Chan inquired about the December Commission meeting. Secretary Garren noted that the City Council reorganization is scheduled for the same day, December 10, at 6:30 p.m. She asked Commissioners whether they wanted to keep the Commission meeting brief or hold a joint meeting to allow time for those attending the reorganization. Commissioners agreed to keep the meeting as planned and will discuss coordination with the Traffic Safety Commission.
- Secretary Garren reminded staff of the City Council presentation on Wednesday, December 11 at 6:30 p.m.
- Vice Chair Chan requested to add several agenda items to upcoming meetings: recommendations for reforming the commission, a regular report on the parking district fund, and updates on the new parking enforcement vendor.

ITEMS FROM THE STAFF:

- 1. Presentation on the Downtown Business Improvement District (BID) (Ernesto Lucero, Economic Development Manager)**
 - Ernesto Lucero, Economic Development Manager, introduced himself and his colleague, Michael Guss, Economic Development Specialist. They have been working on exploring the possibility of a Business Improvement District (BID) in the downtown area.
 - Ernesto Lucero, Economic Development Manager went over the presentation on the BID.
 - Chair Abarca inquired about the monthly cost for businesses under the Property Based Improvement District (PBID). Michael Guss, Economic Development Specialist, explained that a low-end PBID/BID typically costs \$30-\$50/month, while a high-end PBID/BID ranges from \$100-\$150/month. Larger commercial properties could be assessed up to \$200-\$250/month. These assessments are made annually, with funding coming from property owners through property assessments and from businesses via business licenses.
 - Chair Abarca asked why the proposed PBID/BID location does not cover the entire stretch of Linden Avenue. Ernesto Lucero, Economic Development Manager, explained that the current proposal is the fourth version. The original plan extended five blocks north, but after outreach, some property owners were not supportive of such a large district. A consultant recommended focusing initially on the core downtown area and expanding over time. The current version is still preliminary, but consultants and merchants believe a PBID/BID could be valuable with the new Linden Park, with potential for expansion over the next five years.
 - Vice Chair Chan inquired about how the expansion process would work. Ernesto Lucero, Economic Development Manager, explained that the district would need to be voted on again every five years. He noted that over 60% of similar districts in California are renewed because people see the benefits.
 - Vice Chair Chan expressed concern that the proposed PBID/BID is not adequately focusing on parking garages and parking availability in the downtown area. Chair Abarca agreed, noting that efforts to revitalize the downtown to attract more customers would be ineffective if parking is insufficient for visitors. Secretary Garren highlighted that in addition to regular transportation options, there are

alternative methods available, including walking, biking, and the Free South City Shuttle, which travels through that corridor.

- Vice Chair Chan asked about the budget, particularly regarding other revenues. Ernesto Lucero, Economic Development Manager, clarified that the City would contribute the extra revenue as a separate payment, made in good faith to support the district.
- Vice Chair Chan expressed concern about potential overlap in budgeting for services already managed by other departments, like downtown beautification and parking lot maintenance. Michael Guss, Economic Development Specialist, clarified that the PBID/BID can only fund additional services beyond those already covered by existing budgets, not replace or supplant current funding.
- Commissioner Monzon inquired about the status of the PBID/BID, to which Michael Guss, Economic Development Specialist explained that the outreach phase is nearly complete, and the next step is community feedback. If approved, the vote will take place in July 2025, with around 258 votes based on the square footage share of the assessment.
- Commissioner Monzon also asked about other cities involved, and Ernesto Lucero, Economic Development Manager listed Burlingame, San Mateo, Redwood City, and San Francisco.
- Commissioner Monzon suggested adding bus shelters to enhance public transportation and community engagement.
- Vice Chair Chan raised a question about the baseline year for the level of service being provided by the City and how the PBID/BID would provide incremental improvements. Michael Guss, Economic Development Specialist responded that they would consult with their team and follow up on the query.
- Commissioner Monzon asked about who would administer the PBID/BID. Ernesto Lucero, Economic Development Manager explained that it would be managed by property owners and merchants through a steering committee. If the PBID is established, the committee would form a separate entity to administer the funds and ensure the management plan is followed.
- Commissioner Monzon asked if the outreach was limited to merchants or if community members both inside and outside the area were involved. Ernesto Lucero, Economic Development Manager responded that the outreach included both community members and merchants.
- Commissioner Monzon mentioned that he lives near Linden Avenue and was not contacted. Manager Ernesto Lucero, Economic Development Manager responded that information and requests for feedback were sent via text, email, and the website, but if he hadn't been contacted, they could arrange a meeting. Vice Chair Chan asked if residential homeowners had been contacted, and Ernesto Lucero, Economic Development Manager explained that, at this stage, they are working with residential developments and property management of those developments.
- Vice Chair Chan asked if the Parking Place Commission will have representation on the PBID steering committee. Ernesto Lucero, Economic Development Manager replied that they are not included, as the committee is specific to property owners and merchants within the area. Vice Chair Chan then suggested having a non-voting representative from both the Parking Place Commission and the Traffic Safety Commission, given the location's presence within the Parking District. Ernesto Lucero, Economic Development Manager responded that he would bring this suggestion to the steering committee.

- Vice Chair Chan suggested carefully considering the needs of the downtown, while Commissioner Monzon expressed concern that property owners might raise rents to cover the PBID costs for businesses. Ernesto Lucero, Economic Development Manager responded that they are exploring grant funding opportunities to address these concerns and are planning events, such as the Lunar New Year Night Market in the breezeway, along with other activities in partnership with Economic Development.

2. Upcoming Meeting Items

- Parking Occupancy Study
- Parking Rate Increase update
 - Secretary Garren mentioned the parking occupancy study and parking rate increase update will most likely happen in the New Year.
- P3 Project Update by ECD – TBD
 - Secretary Garren mentioned the P3 Project Update by ECD is to be determined.
- City Council Reorganization, December 10
 - Secretary Garren reminded the group that the City Council Reorganization is scheduled for Tuesday, December 10, at 6:30 pm at the South San Francisco Conference Center, overlapping with the Commission meetings. She suggested three options: holding a joint meeting with the Traffic Safety Commission, canceling the meeting, or proceeding as planned with a light agenda for those also interested in attending the City Council Reorganization event. Secretary Garren mentioned she would bring this up in the Traffic Safety Commission to gather feedback.
- LAZ Parking Enforcement started November 11, 2024
 - Commissioner Chan requested that LAZ Parking Enforcement attend a future meeting. He also inquired about how to contact them, to which Secretary Garren responded that they can be reached by calling the Police non-emergency line (650-877-8900), and dispatch will send LAZ Parking Enforcement, or alternatively, put in a request through SeeClickFix.
 - Chair Abarca asked if LAZ Parking will only be operating in the downtown to which Secretary Garren responded they will be operating citywide.
 - Commissioner Monzon inquired about the number of parking enforcement officers, to which Secretary Garren replied that she would need to contact the Police to get that information. Vice Chair Chan asked if enforcement would be carried out 24/7, and Secretary Garren responded that she would also need to check with the Police on that.
- AB413 – Daylighting Law
 - Secretary Garren announced that the new Daylighting Law will take effect on January 1, 2025. The Police Department has been distributing informational flyers and issuing warnings. The City has also shared information through its social media channels, the Mayor's newsletter, and a printed newsletter that will be sent to all residents in the coming weeks. John Wilson, Associate Civil Engineer, added that this is a statewide change, and every city is working to ensure the information reaches the public.

Chair Abarca adjourned the meeting at 6:00 p.m.

Respectfully submitted,

Marissa Garren
Traffic Safety Commission Secretary

Dana Abarca
Parking Place Commission Chairperson