



# DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, April 12, 2012  
Gebhard Meeting Room  
630 Garden Street  
Santa Barbara, CA 93101

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1) **CALL TO ORDER:** 7:30 a.m.

2) **ROLL CALL**

DPC MEMBERS

Matt LaBrie  
Tom Williams  
Eric Kelley  
Bill Collyer  
Gene McKnight  
Trey Pinner  
Krista Fritzen

Attendance

Present  
Present  
Present  
Present  
Present  
Present  
Absent

CITY STAFF PRESENT :

Browning Allen, Transportation Manager  
Victor Garza, Parking /TMP Superintendent  
Dion Tait, Parking Supervisor  
Michele DeCant, Public Works Business Manager  
Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

Deborah Schwartz, Planning Commission  
John Campanella, Planning Commission  
Randy Rowse, City Council

OTHERS PRESENT:

Kent Epperson, SBCAG

3) **PUBLIC COMMENT**

None.

4) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF MARCH 8, 2012**

**Motion:** To approve the minutes from the regular meeting of March 8, 2012.

**Made By:** Eric Kelley **Second:** Gene McKnight

Yeas: 6 Nays: 0 Abstain: 0 Absent: 1 (K. Fritzen)

5) **PRESENTATION OF SANTA BARBARA COUNTY ASSOCIATIONS OF GOVERNMENTS – TRAFFIC SOLUTIONS DYNAMIC RIESHARE PROGRAM**

K. Epperson presented the SmartRide project which is a real-time ridesharing program. He highlighted the history of commuter travel along the 101 corridor and then described aspects of the rideshare program, including real-time carpool matching, cross platform mobile access, a website portal, a method for screening users, rating system, electronic payment system, plus more features for data collection and social media integration.

T. Williams said that the Parking Program is dealing with a tough budget and he does not want the Downtown Parking Program to be a financial participant. K. Epperson said that the program will be funded by Federal Highways Administration grants.

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M. La Brie asked why carpooling is not more successful in the commuter lots. K. Epperson said that driving is convenient and comfortable, and if people need to walk and shuttle to complete their commute, then it may be too much disincentive. K. Epperson said that one goal is to decrease the commuter impact on the hourly lots by not having as many single passenger vehicles parked in the lots.

E. Kelley commented that he would like to see the commuter lots utilized more heavily before taking prime customer parking out of the hourly lots. He added that only the car needs to go to the commuter lot and the others riders can be dropped off for convenience.

R. Rowse asked what the plans are for comprehensive data collection. K. Epperson said that data will be collected upon sign-up for the program.

K. Epperson said that SBCAG will be nimble in assessing the incentives and will move on to better programs if the current pilot does not work.

J. Campanella said that the 101 corridor is important, but there are commuters all around town and there may be a way to integrate technology in the parking lots for better management of the commuters. M. LaBrie said that the Committee is looking at ways to make the system more user friendly.

### 6) PARKING & BUSINESS IMPROVEMENT AREA FY 2013 ANNUAL REPORT

M. Hamilton presented the Parking and Business Improvement Area FY 13 Annual Report. M. Hamilton pointed out that there are no changes to the methodology, business classifications, or boundaries for the FY 13 Annual Report.

T. Williams asked if staff plans on making changes to PBIA. B. Allen said that changes were made in 2010 which helped create more equity in the assessment, and staff is looking at steps to further balance the equity of all paying entities.

**Motion:** That the Committee review and accept the draft Parking & Business Improvement Area (PBIA) Annual Assessment Report Fiscal Year 2013 (Annual Report) and recommend that Council approve the draft Annual Report.

**Made By:** Eric Kelley **Second:** Bill Collyer

Yeas: 6 Nays: 0 Abstain: 0 Absent: 1 (K. Fritzen)

### 7) SUBCOMMITTEE STATUS REPORTS

This item was tabled for next meeting.

### 8) PRESENTATION AND REVIEW OF OPERATING BUDGET

M. Hamilton presented the FY 2012 budget as of March 31, 2012 and the FY 2013 proposed Budget as of March 31, 2012.

G. McKnight asked why salary expenses increased for FY 2013. M. Hamilton said that furlough is not factored into the FY 13 numbers. G. McKnight asked if staff anticipates furlough. B. Allen said no.

G. McKnight asked if the budget will show the soft-costs of the Bikestation such as electricity. M. Hamilton said that the soft-costs will be analyzed in FY 13 because Council directed staff to renegotiate the Bikestation contract.

J. Campanella said it would help to show the reserve balance below the Capital Program numbers.

B. Allen reminded the Committee that the Parking Program lost \$112,000 of RDA funding in FY 12 and going forward in the future.

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G. McKnight asked if there will be a line item for advertising in the elevators. M. Hamilton said that it is too early in the negotiations to add a line item, and staff needs some certainty in the company's ability to secure advertisers and revenue. Staff can add a revenue line item mid-year if necessary.

T. Williams said that revenues are flat, expenses are rising, and the capital program is steady. He asked staff what the plans are for addressing the declining reserves. B. Allen said that staff is looking at possible ways to generate revenue and control costs; however staff is also aware that a rate change may be necessary in the future.

R. Rowse also acknowledged the possibility of rate change in or around FY 2015. He added that the City is in a mid-cycle budget and as staff and Council ramp up their discussions, he and other Councilmembers will be looking at solutions to budget problems, while maintaining service levels for the community.

### 9) OPERATIONS UPDATE

#### Parking Lot Security & Security Camera Installation

V. Garza informed the Committee that security cameras were installed in the Granada Garage at the entry and exits points of the structure. He added that contractors are currently installing cameras in each of the kiosks.

#### Lot 2 Structural Construction

B. Allen said that the Lot 2 Structural construction is on track, and staff is working to power wash and paint the interior, as well as modernize the elevators.

B. Collyer asked when the Lot will be opened. V. Garza said that staff is confident they will open the garage by May 1, 2012.

E. Kelley commented that the Vista Bus interferes with the entrance lane for Lot 4 and he would like to see them queue further down the street. B. Allen said that he will contact Vista.

#### Greyhound

B. Allen said that Greyhound did move into the Depot Lot and the buses are staging on Montecito street like the other bus services. Staff will look at the agreement and determine if Greyhound patrons will receive a discounted rate.

### 10) ADJOURNMENT

The meeting adjourned at 9:24 a.m.