



# DOWNTOWN PARKING COMMITTEE

## MEETING MINUTES

Thursday, November 13, 2014

Gebhard Meeting Room

630 Garden Street

Santa Barbara, CA 93101

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

2) **ROLL CALL**

DPC MEMBERS

Matt LaBrie (Chair)

Trey Pinner (Vice-Chair)

Kate Schwab

Gene McKnight

Sean Pratt

Tom Williams

Attendance

Present

Excused

Present

Present (Entered  
Late)

Present

Present

CITY STAFF PRESENT :

Rebecca Bjork, Public Works Director

Browning Allen, Transportation, Streets and Parking Manager

Victor Garza, Parking /TMP Superintendent

Rebecca Jimenez, Parking Supervisor

Sarah Clark, Parking Resource Specialist

Dion Tait, Parking Supervisor

Justin Berman, Parking Coordinator

Michele DeCant, Public Works Business Manager

Peter Brown, Transportation Mobility Coordinator

Teri Green, Associate Transportation Planner

Malcolm Hamilton, Administrative Assistant

Rob Dayton, Principal Transportation Planner

LIAISONS PRESENT:

Randy Rowse, City Council

John Campanella, Planning Commission

OTHERS PRESENT:

Kristine Schwarz, New Beginnings Counseling Center

Amanda Staples, New Beginnings Counseling Center

3) **CHANGES TO AGENDA.**

None.

4) **PUBLIC COMMENT**

Ethan Shenkman notified the Committee that he had completed the application for the Downtown Parking Committee advisory board. He encouraged members of the Downtown Parking Committee and the public to visit his website, [www.powerhousemedia.net](http://www.powerhousemedia.net). The website shows work done in support of his application for advisory boards. Mr. Shenkman said he is a native of Santa Barbara and graduated from Cal Poly. He said he had been inaugurated to serve on a Civil Grand Jury in California. Mr. Shenkman's application reflected his concerns in regards to public participation at the annual retreat, the employee carshare program with park and ride, and finding no statutory exemption for enterprise funds to charge a parking fee to handicap parkers.

5) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF OCTOBER 9, 2014**

**Motion:** To approve the minutes for the regular meeting of October 9, 2014.

**Made By:** Tom Williams **Second:** Kate Schwab

Yeas: 4 Nays: 0 Abstain: 0 Absent: (McKnight, Pinner)

**6) RV SAFE PARKING PROGRAM**

Kristine Schwarz, Executive Director of the New Beginnings Counseling Center (NBCC), presented an overview of the New Beginnings Counseling Center Safe Parking Program. Ms. Schwarz said the Safe Parking Program (SPP) is the only program in Santa Barbara County that provides nightly shelter and case management for individuals living in their vehicles. The SPP is a model program that continues to be replicated in other communities across the country. The SPP has been administered by the NBCC since October 2004. The SPP has three components:

- Overnight safe parking for homeless families and individuals who live in their vehicles in parking lots located in Santa Barbara, Goleta and surrounding unincorporated areas of the County. There are currently 18 parking lots participating in the program. The parking lots are monitored twice daily by NBCC staff.
- Weekly street outreach providing food and connection to social, veteran, and other services for the chronically homeless.
- Case management to re-house clients and connect clients to employment. Provide temporary financial assistance for rapid re-housing and assistance with other basic needs such as dental, auto repair, and food.

The program is staffed by two case managers, two parking lot monitors, and a doctoral student who maintains the database for reporting to the Federal Department of Housing and Urban Development (HUD).

The SPP demographic is predominantly adult with 58% of participants being males. 79% of the participants are Caucasian and 34% of the participants report as having a disability. In 2013, the SPP served 839 unduplicated individuals, housed 63 people, and connected 28 people to employment.

Ms. Schwarz concluded her presentation by stating that the goal of the Safe Parking Program is to reduce the size of the Safe Parking Program by assisting with housing and employment. Ms. Schwarz added that local law enforcement see the SPP as a win-win situation because NBCC staff monitors the parking lots and program participants self-regulate their areas to maintain their benefits. The SPP also encourages people to not park illegally in residential neighborhoods.

Chair LaBrie asked Ms. Schwarz to address specifically the participation of the City of Santa Barbara. Ms. Schwarz noted that the locations are confidential; however, she said that there are several parking lots in the downtown area that participate. Depending on the size and occupancy of a lot, NBCC places anywhere from 1 to 15 people. Some parking lots are families only, some are female only, and others are a mix of demographics.

Chair LaBrie asked if City staff would be able to provide any more specifics as to the exact use of Downtown Parking assets. Victor Garza, Downtown Parking Superintendent, said that the SPP uses the Cota Commuter Lot and the Carrillo Commuter Lot. They are allowed to park up to 10 RVs in each lot. Ms. Schwarz added that participants are required to enter not earlier than 7:00 p.m. and leave no later than 7:00 a.m. so as not to displace customer parking.

**Public Comment**

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Ethan Shenkman identified himself as a Medicare beneficiary. He said the Safe Parking Program (SPP) in practice does not measure up to the presentation on paper. He said public oversight of the SPP is limited due to confidentiality policies. Mr. Shenkman suggested that people visit his website, [www.powerhousemedia.net](http://www.powerhousemedia.net). He said the Downtown Organization may be interested in forming or partnering with an urban campers association. Mr. Shenkman finished by saying an urban campers association would be able to provide quality assurance and oversight for the SPP.  
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Committee Member Williams asked staff to clarify what action is expected from the Committee. From staff's perspective, Mr. Williams asked if there have been problems that the Committee should know about. Browning Allen, Transportation Manager, said the Committee requested an informational presentation from the New Beginnings Counseling Center regarding the SPP. Mr. Allen said there have been no major issues with the program. He said staff is recommending the Committee receive the report.

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Committee Member Schwab asked how many people are served by the SPP in Goleta. Ms. Schwarz responded that there are about 50 participants in the Goleta area.

Committee Member Schwab asked how many times each day the parking lots are monitored. Ms. Schwarz said that the parking lots are checked twice daily at varying times: once in morning and once during the night.

Committee Member Schwab asked what the expectation is for participants. Ms. Schwarz said HUD requires participants to develop a plan for employment and housing stability. NBCC connects them to social services and other resources to further the participant's goals. Ms. Schwarz added that their clients are required to check-in every three months to continue receiving assistance.

Chair LaBrie asked to what extent the NBCC influences where the participants park their vehicles during the day. Ms. Schwarz said that her clients may go to their job, purchase a waterfront parking permit and move their vehicle to those lots, go to community services for food, take their children to school, and visit the public library to read and use the internet. The NBCC also provides employment coaching and resume preparation during day at the NBCC offices.

**Motion:** To accept the report.

**Made By:** Kate Schwab **Second:** Sean Pratt

Yeas: 4 Nays: 0 Abstain: 0 Absent: (McKnight, Pinner)

### 7) REVIEW OF POTENTIAL CARSHARE PROGRAM

Rob Dayton, Principal Transportation Planner, provided a quick refresher on the recent development of the Santa Barbara General Plan. Staff foresees increasing congestion and greater pressure on parking in the Central Business District. Carsharing is one of many strategies to mitigate traffic congestion and parking demand. Mr. Dayton said staff is in the early stages of researching a viable carshare initiative, and there is substantial work to be done before an ordinance has been drafted.

Peter Brown, Transportation Mobility Coordinator, said the recommendation before the committee is to find a potential carshare program between a private company and the City to be consistent with the Circulation Element of the General Plan.

Mr. Brown said Santa Barbara City staff consulted with City CarShare ([www.citycarshare.org](http://www.citycarshare.org)) in San Francisco, which has been operating for 13 years, to learn about how the program got going and what City CarShare has experienced throughout the operation of their program.

Mr. Brown said that he and Mr. Dayton spoke with the traffic engineer from the City of Santa Monica, and they discussed the details of implementing a carshare program. As noted in the staff report, Mr. Brown said he invited employees from Zipcar, a private carshare company, to meet with staff and discuss how they envision a carshare program in downtown Santa Barbara. Zipcar pointed out that they are already operating in Isla Vista and at the Santa Barbara Airport, which makes the expansion into downtown Santa Barbara a natural progression.

Peter Brown said there are two goals in the Circulation Element that are relevant to carsharing, and the goals are explained in detail in the staff report: 1.) an integrated multimodal transportation system that gives people a choice between transportation modes, and 2.) partnering with private interests to promote transportation options such as carsharing and bicycle sharing. Mr. Brown noted that the Zipcar presentation given to staff is provided in the agenda packets.

Peter Brown said typically when carshare is implemented in cities, members are surveyed as to how they use the carshare system, and it is common for users to find themselves reducing the number of cars in their household. There is the potential for reducing traffic congestion and parking demand in the downtown core. Mr. Brown reiterated that staff is in the early stages of researching this concept, and staff will begin preparing an ordinance for review by the City Attorney's Office.

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Peter Brown, Transportation Mobility Coordinator, said Zipcar estimated that 8-10 cars would be viable in the downtown area. Zipcar was recently acquired by Avis, a large rental car company, which gives Zipcar the capability to quickly scale their fleet to meet local demand.

Rob Dayton, Principal Transportation Planner, clarified for the committee that carshare is the ability to own a partnership in a car. It is a step above renting a car because it is an active ongoing membership to a car. A carshare program would require an ordinance because the vehicles are placed in highly visible places. On average, there are about 60 members per car. Zipcar provides an online reservation system for the members, and the cars are unlocked using a key fob. The cars are then brought back to the same location. Mr. Dayton said that carshare can be a tipping point for individuals on the verge of not owning a car, which may reduce parking demand in the downtown area.

Committee Member Williams said Zipcar was bought by Avis and Budget because it is a money making proposition. Mr. Williams said the City currently leases public facilities to profit making organizations with agreements structured to include a percentage of gross sales or increases in rents based on inflation indices. Mr. Williams said the City should not be diverted from the fact that Zipcar is a profit making business and it should be treated as such when it comes to formulating an operating agreement. When it comes to drafting an ordinance, Mr. Williams would like to see this company given no preferential treatment in terms of lease structure. Mr. Williams said that if an ordinance provides for the use of the Downtown Parking lots, the users should pay the monthly permit rate and the revenue should be returned to the Downtown Parking Program. Mr. Williams said there may be private parking lots and other businesses eager to participate in the carshare program.

Rob Dayton thanked Committee Member Williams for his comments and he confirmed that the operator of a carshare program would pay a fee to use public space. Prior to finalizing fees for use of public space, a report will be brought before the Downtown Parking Committee.

Referencing a section of the staff report that cites a 46% increase in transit usage, Committee Member Schwab asked if that was public transit usage. Peter Brown confirmed it is public transit usage. Mr. Brown said researchers are finding increased public transit usage by the members of a carshare program.

Committee Member McKnight arrived at meeting.

### **Public Comment**

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Council Member Rowse recollected that a carshare mechanism for mitigating parking demand was placed in the Adaptive Management Plan (AMP), and carshare would be initiated once certain triggers were met. Originally the AMP called for repurposing parking spaces in the Downtown Parking Lots for carshare storage. Mr. Rowse asked if a metric triggered the development of a carshare program or is this initiative a natural progression from the General Plan guidelines.

Rob Dayton said nothing is triggering the carshare initiative, rather it is a mechanism that can show an immediate benefit to parking conditions downtown. In addition, Mr. Dayton said the Mobility Coordinator position was recently filled which gives the Transportation Division the resources to pursue the carshare concept.

Looking back, Mr. Rowse said the Parking and Business Improvement Area paying members were concerned about the displacement of customer parking. Mr. Dayton commented that because Zipcar is a for profit business, it will only support a fleet of cars up to the point that it is profitable. If Zipcar finds that 20 cars are viable in the downtown area, it is an indication that the program is effective and valuable to customers as well as profitable for Zipcar.

John Campanella, Planning Commission Liaison, asked what type of cars make up the carshare fleet. Peter Brown said that all the companies researched by staff offer a diverse fleet of vehicles that meet different price points and preferences, such as small electric vehicles to full size gas trucks.

John Campanella, Planning Commission Liaison, commented that half of renters in Santa Barbara have one or no cars and as families form and grow, carshare may allow people to stay living longer where they

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are without costly moves to cheaper areas. Peter Brown, Transportation Mobility Coordinator, said several studies concluded that carshare programs allow people to have an affordable transportation option which in turn allows them to remain living in their current location.

John Campanella said he heard a statistic that 85% of cars are parked at a given time. Peter Brown said that specific statistic is associated with Donald Shoup, a Professor of Transportation Studies at UCLA. Donald Shoup's research indicates that 99% of parking is free in the United States and over 90% of cars are parked at any given time.

Ethan Shenkman said these types of programs are experimental. He said the City has an obligation to accommodate handicap parkers, which is the priority tax base for the City. He said he would like to see the City preserve on-street handicap parking and maintain equal access for all customers.

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Chair LaBrie asked if the staff report recommendation regarding the Circulation Element is in the purview of the Downtown Parking Committee. Browning Allen, Transportation Manager, said the Downtown Parking Committee normally does not review items related to the Circulation Element; however, the carshare program may impact downtown parking lots therefore it was brought before the Committee. Browning Allen said staff is requesting input from this Committee while it is in the early stages of development. Mr. Allen said the Transportation and Circulation Committee found a carshare program to be consistent with the Circulation Element and the Downtown Parking Committee can concur with their findings.

Committee Member Schwab asked if staff is working with the Metropolitan Transit District (MTD). Peter Brown said staff has not spoke to the MTD, but going forward they will be advised of carshare program developments and staff will get their input on the carshare program.

Chair LaBrie asked if staff has an estimated time table for implementation. Peter Brown said staff will hopefully be back before the committee with a draft ordinance in February or March of 2015. If the project continues as planned, the carshare program would be rolled out in the summer of 2015.

Chair LaBrie asked to what degree staff envisions Downtown Parking's participation in the carshare program. If there is no support for the use of Downtown Parking resources, Rob Dayton said staff has no intention to force the carshare program upon the parking system. As mentioned earlier, staff is researching the unused roof top parking spaces in the public parking structures, locations near high density housing, and parking spaces at the Amtrak Station.

Committee Member Schwab asked if the Amtrak parking lot has low occupancy on average. Browning Allen said there are normally parking spaces available although it is fairly impacted during the holiday months. Some Amtrak riders may be members of the carshare program which reduces the number vehicles stored for long term travel. Mr. Allen said the vendor is also expected to suggest locations. Rob Dayton noted that the number of vehicles is not set in stone and there is flexibility to scale up or down depending on the demand for carshare.

Chair LaBrie commented that the Committee would like staff to continue to frame the discussion so that the Downtown Parking Committee is clear on its role in the decision making process.

Mr. Dayton noted that residential permit holders are able to park all the way up to State Street in the commercial areas, and a carshare program would help maintain customer parking and further the goals of the General Plan.

Peter Brown commented that staff is working on the revenue analysis which will assist the Committee in understanding the impact to the Downtown Parking Program.

Committee Member Williams said the Zipcar presentation showed on-street locations being used for the program. He said he would like to see the on-street option prohibited by any future ordinance. The operator should be required to use public or private facilities. Peter Brown acknowledged Mr. Williams concerns regarding on-street parking, and he said staff is researching solutions that avoid removing downtown parking spaces in high demand areas.

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Browning Allen said staff is not looking at a blanket restriction for on-street carshare parking because there may be suitable areas with lower parking demand.

Chair LaBrie commented that the carshare program concept is consistent with the Committee's desire to increase the utility of the downtown parking lots. Mr. LaBrie said he is not comfortable making a recommendation in regards to the Circulation Element.

**Motion:** That the Committee support in concept a carshare program in Santa Barbara.

**Made By:** Kate Schwab **Second:** Sean Pratt

**Amend:** That the Committee support in concept a carshare program in Santa Barbara, and recommend further discussion with the Operations and Communications Subcommittee.

**Made By:** Gene McKnight **Accepted:** Yes

**Final Vote:** Yeas: 5 Nays: 0 Abstain: 0 Absent: (Pinner)

### 8) OPERATING AND CAPITAL BUDGETS FOR THE QUARTER ENDED SEPTEMBER 30, 2014

Malcolm Hamilton, Administrative Assistant, presented the Operating and Capital Budgets for the quarter ended September 30, 2014.

Chair LaBrie asked if the Police Department pays for parking in the Granada Garage. Victor Garza said their parking fees are built into their lease agreement. Mr. LaBrie followed by asking how many parking spaces are occupied by Police and Environmental Services staff. Mr. Garza said the number varies due to bicycle commuters and carpooling. Browning Allen said there is an understanding that if the Granada Garage becomes impacted that the rents will increase.

Victor Garza noted that incidents related to loitering in the Granada Garage stairwells decreased due to a daily police presence.

Committee Member Schwab asked when the Cota Commuter Lot rate increase went into effect. Malcolm Hamilton said the rate increased on August 1<sup>st</sup> after customers were given a month to research other parking options or choose to stay in the Cota Lot.

### 9) OPERATIONS UPDATE

#### Pavement Maintenance for Lots 3 and 11

Victor Garza, Downtown Parking Superintendent, said Lots 3 and 11 had crack seal and slurry seal applied to their surfaces. Portions of Lot 11 were restriped to comply with ADA code.

#### Downtown Pedestrian Paseos

Mr. Garza said Teri Green, Associate Transportation Planner, is researching the property lines and ownership relating to pedestrian paseos.

#### Lot 10 Planter Railing

Mr. Garza said that staff is moving forward with plans to construct a wrought iron railing to discourage loitering on the grand stair case planter. This is one of several measures to improve security in the Lot 10 paseo. The railing color will match that of the grand stair case railing.

#### Lot 5 Lighting Project

Mr. Garza said the project plans were approved and staff is finalizing the scope of work and bid package. The project will consist of replacing all the existing wooden pole lighting with City approved LED lighting.

Committee Member Williams asked if staff knows the condition of the underground wiring. Mr. Garza stated that the consultant did preliminary tests and the wiring seems to be in good condition; however, the bid document will require the winning contractor to check the wiring first thing.

#### Holiday Advertisements

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Mr. Garza said staff is preparing year end advertisements to promote free parking for the Holiday Parade and other program offerings such as pre-paid cards and monthly permit availability.

Real-time Parking Update

Mr. Garza said staff is continuing to push this project forward although there have been delays in negotiating the contract with the vendor.

**10) ADJOURNMENT**

The meeting adjourned at 8:55 a.m.