



DOWNTOWN PARKING COMMITTEE

REGULAR MEETING

MINUTES

Thursday, December 10, 2015
David Gebhard Public 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)
Edward France
Gene McKnight
Kate Schwab
Sean Pratt
Tom Williams

Attendance

Present
Present
Present
Excused
Present
Present
Present

CITY STAFF PRESENT :

Browning Allen, Transportation Manager
Victor Garza, Parking /TMP Superintendent
Rebecca Jimenez, Parking Supervisor
Dion Tait, Parking Supervisor
Teri Green, Associate Transportation Planner
Sarah Clark, Parking Resource Specialist
Justin Berman, Parking Coordinator
Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

Randy Rowse, City Council
John Campanella, Planning Commission

OTHERS PRESENT:

3) **CHANGES TO AGENDA**

None.

4) **PUBLIC COMMENT**

None.

5) **APPROVAL OF THE MINUTES FROM THE REGULAR MEETING OF NOVEMBER 12, 2015**

Motion: To approve the minutes from the regular meeting of November 12, 2015.

Made By: Edward France **Second:** Kate Schwab

Discussion:

Vote: Yeas: 6 Nays: 0 Abstain: 0 Absent: 1 (McKnight)

6) **CITYWIDE WAYFINDING DIRECTIONAL SIGNAGE PROJECT**

Teri Green, Associate Transportation Planner, reviewed the Citywide Wayfinding Directional Signage Project to date and the locations of parking signs in the downtown core.

Chair LaBrie asked if the signage directing vehicles around town and to downtown will be installed later. Browning Allen, Transportation Manager, confirmed. Mr. Allen said City Council needs to determine the funding sources for the vehicle signage and then the final locations will be determined.

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Browning Allen, Transportation Manager, said City Council approved Phase 1 of the project – pedestrian maps and parking signage – with a blue background for parking signs. Mr. Allen noted that the Waterfront Department will likely have a green background on their parking symbols to provide better contrast against their blue signs.

Vice-Chair Pinner said he does not see sign markers on Garden Street directing vehicles to State Street. Brown Allen, Transportation Manager, said the committee is focusing on downtown parking signage today, so other programming is not included on the hand outs, but the vehicle directional signage will be installed in the future. Mr. Pinner asked if all the existing parking signs with a green background and white “P” will be replaced. Mr. Allen confirmed. He said the signs affixed to parking structures will not be replaced. Teri Green, Associate Transportation Planner, said several new parking signs will be added to the inventory.

Chair LaBrie asked what the next steps are for the project. Browning Allen said parking and engineering staff will work with Hunt Design to finalize parking sign locations, prepare bid specifications, and conduct a formal bid process for fabrication and installation. Prior to finalizing the programming, Mr. Allen said staff will meet with the Communications and Operations Subcommittee to review the parking signs locations. City Council will award the contract after receiving bid proposals.

Mr. LaBrie encouraged members of the committee to get out in the project area, review proposed and existing sign locations, and send comments to staff.

Committee Member Williams said some existing sign locations do not provide enough visibility, and he recommended analyzing the existing locations before replacement. Teri Green said staff is evaluating each parking sign location and making adjustments, where necessary, to improve visibility and effectiveness. Browning Allen said the programming will be reviewed with the city’s Traffic Engineer to address vehicle sighting and ease of visibility. Mr. Allen said Hunt Design is not familiar with downtown Santa Barbara, which allows them to recommend sign locations that would be most helpful to first-time and infrequent visitors.

Committee Member France asked if there will be a time to make formal comments on the parking sign locations. Browning Allen said committee members can send comments to Teri Green and staff will organize a Communications and Operations Subcommittee for further input. Mr. France said although he has had critical comments on the project, he said he is supportive of the project and believes staff has done a great job. Mr. France said the complete sign specifications packet would help put the project in context and give the committee members background information. Mr. France said he is seeking more clarity when discussing what is flexible and open for discussion and what is closed and finalized.

Vice-Chair Pinner suggested purchasing extra parking signs that can be used for additional placements after the initial rollout. Dion Tait, Parking Maintenance Supervisor, said staff currently stocks extra parking signs and will do the same with the new ones.

Committee Member Williams asked if a local company will be fabricating the signs. Browning Allen said the project will go through a competitive bid process.

Browning Allen said City Council authorized moving forward with Phase 1, which includes the pedestrian maps and parking signs. Mr. Allen said the Downtown Parking Program would fund the signs and maps on State Street and adjacent side streets. The Waterfront Department will fund the signage in the Waterfront area. Councilmember Hart recommended that the Downtown Parking Program pay for the pedestrian maps in addition to the parking signs. Mr. Allen said staff is seeking a recommendation from the Downtown Parking Committee to support moving forward with funding of the pedestrian maps and parking signs. If the Parking Program does not fund the installation of the pedestrian maps, there may be a delay of 4-5 years while staff waits for new City Council appropriations.

Chair LaBrie said he would like the committee to comment on the nexus between the Parking Program and funding the pedestrian maps. Browning Allen said the Parking Program would like to support the Park Once concept by turning parkers into walkers, and walkers into shoppers. The pedestrian maps will help visitors orient themselves when exiting the parking lots and assist them when returning to their vehicle.

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Committee Member France asked if the Downtown-Waterfront Shuttle route will be on the pedestrian maps. Browning Allen, Transportation Manager, said staff is reaching out to MTD to add the shuttle route to the maps and to use existing poles at the shuttle stops to mount the pedestrian maps. Mr. France commented that the maps will be a great amenity to help customers navigate downtown and find their way back to the parking lots.

Committee Member Williams said he is concerned that funding the pedestrian maps is an over step into the Downtown Parking budget.

Committee Member Schwab said she supports funding the pedestrian maps and believes they will encourage the Park Once concept.

Vice-Chair Pinner said he agrees that there is a nexus between the pedestrian maps and the Downtown Parking Program; however, he would not want to limit the Parking Program's ability to fund other priority capital projects due to funding the pedestrian maps.

Chair LaBrie said he would support funding the parking signs and pedestrian maps with the understanding that the committee would be involved in reviewing the final programming for both the signs and maps.

Motion: Accept the report and support moving forward with funding the parking signs and pedestrian maps, and encourage involvement from MTD.

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

Discussion: Committee Member Williams said he supports funding the parking signs, but because the number of pedestrian maps is not yet determined, he does not know the actual impact to the Parking Program and cannot support funding the maps.

Mr. Allen said the cost estimates show the maximum exposure to the Downtown Parking Program, and the maps may cost less than estimated.

Amendment: Chair LaBrie recommended supporting in concept the cost sharing of the pedestrian maps between Downtown Parking and the Waterfront Department within the PBIA boundaries. Ms. Schwab accepted the amendment.

Vote: Yeas: 6 Nays: 0 Abstain: 0 Absent: 1 (McKnight)

7) ELECTION OF CHAIR AND VICE-CHAIR

Motion: To nominate Trey Pinner as the Chair of the Downtown Parking Committee.

Made By: Kate Schwab **Second:** Matt LaBrie

Discussion: Mr. Pinner accepted the nomination.

Vote: Yeas: 6 Nays: 0 Abstain: 0 Absent: 1 (McKnight)

Motion: To nominate Matt LaBrie as the Vice-Chair of the Downtown Parking Committee.

Made By: Trey Pinner **Second:** Kate Schwab

Discussion: Mr. LaBrie accepted the nomination.

Vote: Yeas: 6 Nays: 0 Abstain: 0 Absent: 1 (McKnight)

8) WORK SESSION PLANNING

Chair LaBrie said he would like to conduct the annual work session meeting on Thursday, January 14, 2016. He asked that the committee members send ideas for agenda items to staff.

9) OPERATIONS UPDATES

Lot 3 Paseo Project

Browning Allen, Transportation Manager, said staff issued an RFP and is collecting proposals for improving the landscaping and hardscaping in the Lot 3 Paseo.

Crescent Crossing Bench Relocation

The Historic Landmarks Commission approved the relocation of the Crescent Crossing Bench to the Depot Lot on the east side of the Amtrak Building towards the long-term parking area.

Monthly Parking Permits

This item was not discussed.

Holiday Parade

Malcolm Hamilton, Administrative Assistant, said advertisements were placed in local digital and print media to promote free parking for the Holiday Parade, and the Real-Time Parking Webpage.

10) STAFF ANNOUNCEMENTS

Browning Allen, Transportation Manager, said this is his last Downtown Parking Committee meeting because he will be retiring at the end of December 2015. Mr. Allen said he is proud of the work he and his staff have done to achieve a financially sound parking program, provide excellent customer service, and complete many capital projects that support the vitality of the downtown core. Mr. Allen thanked the committee members for their dedicated service to the city and said it has been a pleasure working with them.

Chair LaBrie said he appreciated Mr. Allen's calm demeanor, strong leadership, and willingness to discuss, in detail, parking issues with the committee.

11) ADJOURNMENT

The meeting adjourned at 8:57 a.m.