



# DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, December 11, 2008  
7:30 A.M. – 9:00 A.M.  
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

Marshall Rose	Present
Bill Medel	Not Present
Randy Rowse	Present
Kate Schwab	Present
Tom Williams	Present
Jim Hammock	Excused
Bill Collyer	Present

Attendance

CITY STAFF PRESENT :

Browning Allen, Transportation Manager  
Victor Garza, Parking / TMP Superintendent  
Brandon Beaudette, Administrative Assistant  
Rebecca Jimenez, Parking Supervisor  
Jay Hillje, Parking Resource Specialist  
Rob Dayton, Principal Transportation Planner

LIAISONS PRESENT:

Grant House, City Council

Others Present

3) **ANNOUNCEMENTS**

R. Rowse presented K. Schwab and M. Rose plaques for their years of service with the Downtown Parking Committee.

4) **PUBLIC COMMENT:**

None

5) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF NOVEMBER 13, 2008.**

M. Rose asked for clarification on a comment by J. Hillje that "Downtown Parking is recouping in 90 days what is billed to the program in 30 days." J. Hillje responded that the city is recouping a third of the cost of the rides.

It was moved by R. Rowse and seconded by K. Schwab to approve the minutes. The motion was carried 4 yeas/0 nays.

6) **PLAN SANTA BARBARA - EXISTING CONDITIONS REPORT**

The Downtown Parking Committee received a strikeout version of the Plan Santa Barbara – Existing Conditions Report. M. Rose commented that the strikeout version is good and thanked staff for their work on it.

M. Rose asked on the status of the previous document, the Draft Policy Preference Report. R. Dayton responded that the document would be going to council that morning. The document did include the recommendations made by the Downtown Parking Committee.

R. Rowse commented that B. Collyer, B. Allen, G. House and R. Dayton met in regards to changes made to the draft report. Made good progress and edit choices from the dialog of the Downtown Parking Committee.

T. Williams looked at the "opportunities" section of the Existing Conditions Report and feels that they do not help downtown parking. He feels that those "opportunities" actually puts downtown parking at an economic disadvantage. T. Williams also had a question on Section 7.4. He would like to make sure the edits to this section would be added to the actual document. B. Allen responded that yes they would be added.

## **7) MYRIDE BUS PASS PROGRAM UPDATE**

J. Hillje presented a spreadsheet that provided a snapshot of the program. It broke down usage of the My Ride Bus Pass program by both city staff and downtown employees. Included were costs to the Downtown Parking program from the rider usage.

M. Rose asked if major employers were still participating. J. Hillje answered that yes most do. Usually they purchase 10-ride passes and distribute those. M. Rose clarified that the major employers to straight to MTD for these passes, not Downtown Parking. J. Hillje confirmed that to be true.

M. Rose inquired if there was anything in particular J. Hillje would like to point out about the current usage of the program. J. Hillje stated that when the program was free, the peak usage reached 850 passes. It is currently 175 as a paid program.

M. Rose inquired as to why the city staff usage is so low. B. Allen responded that the city is providing many different alternative programs. Including the rideshare program; subsidize the Clean Air and Coastal Express, as well as a van pool program. M. Rose asked if it is promoted internally. B. Allen stated that it was. Just recently the city won the major employer of the Curb Your Commute challenge by Traffic Solutions.

T. Williams asked about the total cost of the program to date. He stated he is pointing out this total costs because he feels programs like this divert funds from the parking program. This should be kept in mind when looking at unfunded projects in the Capitol Projects program. J. Hillje responded that the object of the program is to keep employees out of their vehicles and taking up spaces for shopper's downtown. So the program is not a complete loss.

R. Rowse asked when Downtown Parking started paying MTD for Enhanced Transit in lieu of the bus pass program. B. Allen answered that Lines 1 & 2 meet a mitigation requirement for the Granada Garage, the Cross-town shuttle and Mesa Loop are funded by Measure D. Downtown Parking only pays for Lines 1 & 2.

R. Rowse also inquired at what point does the Downtown Parking program stop funding this program so it doesn't go into the red. B. Allen stated that it is an on-going evaluation. That is why increasing the fee of the My Ride passes.

M. Rose commented that the Planning Commission approved the Granada Garage with mitigation. \$200,000 was put to the My Ride program to fulfill that requirement. Could that number increase? B. Allen responded that the budget is made based on that number. So no changes would be made in the immediate future.

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G. House stated that funded lines saw an almost immediate increase in rider ship when lines began being funded. T. Williams commented he feels that other parts of the city receive a benefit from these lines and don't necessarily bring people downtown. J. Hillje responded that all lines go through downtown. The lines were selected intentionally.

R. Rowse asked if a future agenda item could be to revisit the entire funding package and how funds would be distributed. B. Allen responded that would happen before Measure A went into effect.

**ADJOURNMENT:** The meeting adjourned at 8:27 a.m.