



DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, February 11, 2010
7:30 A.M. – 9:00 A.M.
Gebhard Meeting Room
630 Garden Street
Santa Barbara, CA 93101

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

2) **ROLL CALL**

DPC MEMBERS

Randy Rowse	Present
Tom Williams	Present
Eric Kelley	Present
Bill Collyer	Present
Matt LaBrie	Present
Gene McKnight	Present
Jim Hammock	Present

Attendance

CITY STAFF PRESENT :

Browning Allen, Transportation Manager
Victor Garza, Parking / TMP Superintendent
Brandon Beaudette, Administrative Assistant
Rebecca Jimenez, Parking Supervisor
Rob Dayton, Principal Transportation Planner
Roy Forney, Parking Coordinator

LIAISONS PRESENT:

Grant House, City Council

Others Present

Deborah Schwartz, Planning Commission

3) **PUBLIC COMMENT:**

D. Schwartz introduced herself as the new liaison from the Planning Commission.

4) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF JANUARY 14, 2010**

It was moved by G. McKnight and seconded by B. Collyer to approve the minutes. The motion was carried 6 yeas/0 nays.

5) **PLAN SANTA BARBARA UPDATE**

R. Dayton provided a history and gave an update on the current status of Plan Santa Barbara.

M. LaBrie stated that it would be helpful to know how each program of the Travel Demand Management affects the program.

T. Williams wanted to stress the importance of the economic benefits over the congestion benefits of the downtown area. R. Dayton responded he agrees with T. Williams and stated that at the helm of the TDM is quality of life and economic vitality.

J. Hammock commented that employees and customers of downtown are being distinguished. But for many businesses, employees are their biggest customers.

R. Rowse stated that his fear is the Central Business District is assessed to the point that it is put at a disadvantage. E. Kelley echoed this comment by asking if we are doing more harm than good moving people out of downtown for the benefit of highway intersections. R. Dayton used an example of high priced gas to respond to E. Kelley. R. Dayton continued that when gas prices were at their highest the use of alternative transportation increased. But when gas prices started to drop the level of alternative transportation did not drop off the same amount. Many individuals stuck with alternative transportation.

B. Collyer asked if an On-Street parking inventory can be provided.

G. House stated that he will bring up the DPC's perspective on the economic interests to the City Council when they are presented Plan SB. He would like to encourage all of the DPC to be vanguards in directing staff to help the vitality of the Downtown.

6) REVIEW OF DOWNTOWN PARKING OPERATING BUDGET

B. Beaudette gave an update on Downtown Parking revenue to date for this fiscal year. Revenues and Expenditures are on target to meet budgeted numbers.

R. Rowse asked if staff had seen or heard positive feedback on Officer Casey and the Downtown Security program. R. Jimenez stated that Officer Casey has been helpful and communicates with the Downtown Parking Office well.

T. Williams asked on the status of Downtown Parking Reserves. B. Allen stated that if Downtown Parking spends all the money appropriated this year for Capital Projects then the balance would be \$2.4 Million. He stated that staff does not anticipate spending the entire amount however.

7) STATUS OF UPDATING TO CREDIT CARDS

V. Garza gave an update to the committee on the current status of updating Downtown Parking's current infrastructure to be able to accept credit cards. Staff has met with Credit Card Processors, researched the necessary equipment upgrades as well as researched with other Municipality Parking Departments on their experiences. Staff still plans to implement accepting cards July 1st of this year.

J. Hammock stated that the new exit columns sometimes hold up traffic as parkers struggle with how to use the equipment. B. Allen stated that staff is actually hoping the credit cards help streamline exiting as it will cut down on time for parkers who have to write a check or don't have cash.

8) OPERATIONS UPDATE (INFORMATIONAL)

V. Garza updated the Committee on the Reconfiguration to City lots 4 and 5 Project. Staff has met with the Downtown Organization as well as conducting a public outreach meeting. The feedback from both meetings is in favor of not closing the lot for any extended period of time. When a contract for construction is awarded it will be done to accommodate this feedback.

ADJOURNMENT: The meeting adjourned at 8:48am.