



# DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, September 9, 2010  
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

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

Attendance

CITY STAFF PRESENT :

Browning Allen, Transportation Manager  
Victor Garza, Parking / TMP Superintendent  
Brandon Beaudette, Administrative Assistant  
Michele De Cant, Public Works Business Manager

LIAISONS PRESENT:

Grant House, City Council

Others Present

Deborah Schwartz, Planning Commission

3) **PUBLIC COMMENT:**

None.

4) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF JULY 8, 2010**

It was moved by G. McKnight and seconded by B. Collyer to approve the minutes. The motion was carried 5 yeas/0 nays.

5) **ACCEPTANCE OF CREDIT CARDS AT THE DOWNTOWN PARKING LOTS**

V. Garza gave a background and updated the committee on the plans to accept credit cards at the kiosks at all the Downtown Parking lots. Beta testing will start at the Granada Garage sometime around October 1<sup>st</sup>. B. Allen stated that the plan is to advertise that all lots accept credit cards with the regular holiday advertising.

E. Kelley asked if the operator has the ability to accept credit cards at the kiosk. B. Allen stated that yes, that, the plan is for the operator to take them initially and then allow customer use at the exit columns. B. Allen added that he would like to remind the committee that Downtown Parking does not plan on not staffing the kiosks.

T. Williams asked what percentage of transactions is expected to be credit cards. B. Allen stated that based on conversations with other municipalities staff is expecting anywhere between 30-40%.

## DOWNTOWN PARKING COMMITTEE MEETING MINUTES

September 9, 2010

Page - 2 -

D. Schwartz inquired what kind of training the parking lot operators would be put through. V. Garza replied they would receive operational and security/theft training. The credit cards would be using the existing equipment so staff is well versed with its operations. D. Schwartz asked if the card is declined would it then go to a cash/check/Fee Due option. V. Garza confirmed that is correct.

R. Rowse asked if signatures would be required. B. Allen stated there would not due to the low dollar amount of the transactions. R. Rowse added that it works to the advantage of Downtown Parking to have less cash from a security and a bank surcharge perspective.

G. House commented that it is very important to keep the same great customer service interaction parkers have with the parking lot operators.

### **6) REVIEW OF THE DOWNTOWN PARKING OPERATING BUDGET**

B. Beaudette presented the final Fiscal Year 2010 revenue numbers. He reminded the committee at the last meeting about a week's worth of revenue had not been accounted for.

R. Rowse would like to re-convene the Finance Sub-Committee. B. Allen stated we would like to do that before next month's meeting as next year's Capital Improvement Program would be brought before the full committee then.

G. McKnight asked if revenue is expected to offset the budgeted \$82,500 in credit card fees. B. Allen stated that staff is expecting to see an increase in hourly revenue as the length of time parkers stay in the lot should increase. Staff believes parkers will not worry about how much cash they have and increase the duration of their stay downtown.

R. Rowse noted that enhanced transit came in below budgeted numbers. He asked if that trend is expected to continue. B. Allen replied that some reshuffling due to Measure A funding had to be done and doesn't foresee this trend to continue.

M. LaBrie asked about the Parking Lot Annual Maintenance line item. Is the money spent from RDA or Downtown Parking? B. Beaudette replied that the money listed was Downtown Parking funds.

G. House noted that quite a bit of savings was able to be done in the Operating and Capital expenditures. He asked if this could be accomplished again this year. B. Allen replied that there is always a chance. Unforeseen, expenditures can always pop up but it was a team effort from Downtown Parking to accomplish this.

T. William asked if the funding from RDA is money that Downtown Parking already has in hand. B. Allen answered that \$2.2 Million is already set aside for this fiscal year to fund the structural upgrades to parking lots 9 and 10. RDA is aware to the needs of outlying years but will be addressed on a year to year basis.

### **7) PUBLIC OUTREACH PLAN FOR CONCRETE REPAIR PROJECT FOR LOTS 9 & 10.**

V. Garza gave a timeline on the proposed public outreach plan for the structural upgrades to city lots 9 and 10. Work is schedule to start immediately following the conclusion of the International Film Festival.

M. Labrie asked if surface streets will be affected by staging for construction. V. Garza stated that surface streets are not expected to be affected.

## DOWNTOWN PARKING COMMITTEE MEETING MINUTES

September 9, 2010

Page - 3 -

E. Kelley stated that signage for alternative parking should take place well before parkers get to Lot 10. He suggested signage to start at City lot 9. R. Rowse added that the success of the outreach program will be clear signage for potential parkers from that area.

### **8) OPERATIONS UPDATE (INFORMATIONAL)**

V. Garza updated the Committee on the Lot 9 Railing Project. There is a contractor on site finishing the work and should be done by the end of the month. The Reconfiguration to City Lots 4 and 5 has been completed including equipment and landscaping. Replacement of the staircase at Lot 10 has also been completed. Lot 10 has a brand new staircase.

### **9) ADJOURNMENT:** The meeting adjourned at 8:21am.