



DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, January 13, 2011
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

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

Attendance

CITY STAFF PRESENT :

Browning Allen, Transportation Manager
Victor Garza, Parking / TMP Superintendent
Brandon Beaudette, Parking Resource Specialist
Dion Tait, Parking Supervisor
Rebecca Jimenez, Parking Supervisor

LIAISONS PRESENT:

Randy Rowse, City Council
Deborah Schwartz, Planning Commission

Others Present

None

3) **PUBLIC COMMENT:**

None.

4) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF NOVEMBER 11, 2010**

It was moved by M. La Brie and seconded by E. Kelley to approve the minutes. The motion was carried 4 yeas/0 nays.

5) **ELECTION OF CHAIR AND VICE CHAIR**

G. McKnight moved to nominate M. LaBrie for Chair and T. Williams seconded. The motion carried 4 yeas/0 nays.

G. McKnight moved to nominate B. Collyer for Vice Chair and M. LaBrie seconded. The motion carried 4 yeas/0 nays.

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

B. Beaudette reviewed the operating budget and noted that December revenue was slightly lower than last year due to Christmas and New Years falling on a Saturday. The MyRide program just incurred an expense of \$18,000 but the shown operating budget displays zero.

DOWNTOWN PARKING COMMITTEE MEETING MINUTES

January 13, 2011

Page - 2 -

B. Collyer asked on the cost of credit cards to the Downtown Parking program. B. Beaudette replied it was \$3,000 for the month of December.

M. LaBrie commended staff on sticking to the budget.

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

V. Garza introduced the project manager, Tim Gash, and project planner, Jessica Grant, for the structural upgrades project for lots 2, 9 and 10. V. Garza updated the committee on public outreach. Staff is sending out a 2nd mailing informing affected parties and the community of a 2nd public outreach meeting on January 25th, 2011. Also, signs from staff will be placed in the lot and the street signage is still going through the Historic Landmark Commission. Lastly, staff will hand out flyers to surrounding community to further inform the public.

T. Williams asked if the bid for lot 2 will remain the same even in the future bidding and economic climate. V. Garza confirmed that the bid will remain the same regardless of the future bidding climate. Also, the contingency fund is there to help deal with unforeseen circumstances.

R. Rowse expressed concern that the visibility of the green arrow signs will be overlooked, and large, bright colored signs would be better for customers not familiar with downtown parking.

D. Schwartz asked on the exact date of closure for lot 10. V. Garza confirmed the closure date of city lot 10 to be Monday, February 7th, after the finish of the Santa Barbara Film Festival.

M. LaBrie asked if there was enough surrounding parking to absorb the lot 10 customers. B. Beaudette explained that there is enough occupancy in lots 2 and 11 to absorb the displaced parkers, and permit parkers will be allowed to park in any of the downtown lots, further mitigating the traffic/lot congestion concerns.

8) ACCEPTANCE OF CREDIT CARDS AT DOWNTOWN PARKING LOTS

V. Garza presented credit card usage statistics in December, showing that credit cards were 10% of paid transactions and 16% of total revenue kiosk revenue. Staff informed the committee that the credit card system was getting good feedback from customers as well as internally: "Fee Due" envelopes have significantly decreased and cars are exiting the lot more quickly.

B. Jimenez said that in the long run the city expects credit cards to be the majority of transactions, increasing at about 10% usage per year.

B. Collyer asked staff if the city will push the use of the outside columns for payments. B. Jimenez responded that the city did a slow roll out and now will be moving forward with more of the rate management functionality.

R. Rowse inquired about paying Granada event charges with a credit card. V. Garza said that we do not yet accept credit cards for event pre-pay but the option is not off the table.

9) PRESENTATION OF HOLIDAY OCCUPANCY REPORT

B. Beaudette presented the holiday occupancy reports, showing that Sunday through Thursday was slightly busier overall, and Fridays and Saturdays were slower in the afternoon due to Christmas Eve, Christmas, and New Years falling on weekend days.

DOWNTOWN PARKING COMMITTEE MEETING MINUTES

January 13, 2011

Page - 3 -

B. Beaudette also presented the monthly permit statistics for all lots, informing the committee that the number of lot 6 permits is increasing and recently surpassed lot 10 in monthly parking revenue.

G. McKnight asked if Downtown Parking is considering increasing fees for monthly commuter permits. B. Beaudette responded that staff did increase fees two years ago and has considered increasing the fees in the future, but only incrementally at the discretion of the committee.

E. Kelley asked if permit parkers are requested to park in upper or lower levels, not on the ground floor. V. Garza confirmed that yes permit holders are asked to not park on the ground level.

10) 2010 SUSTAINABILITY ACHIEVEMENT REPORT

B. Allen distributed the 2010 Sustainability Achievement Report to committee members.

11) OPERATIONS UPDATE

V. Garza reviewed the metal and wood railing replacement project in city lot 9. This project addressed safety code, namely reducing the space between metal/wood slats. The wood materials were slow to obtain but now the project is moving forward and will be complete by the end of the month.

T. Williams questioned why Downtown Parking insisted on using this distinctive wood replacement. V. Garza said that the city chose the wood because of its durability and aesthetic qualities. D. Tait added that no wood was reused, and the wood chosen was a new, very dense and fire resistant material.

R. Rowse informed the committee that an advisory letter was submitted to staff as discussed.

T. Williams expressed concern about RDA sun setting, and Downtown Parking's ability to fund projects. He reminded the committee that it is their responsibility to stay persistent in voicing their concerns to staff.

12) ADJOURNMENT

The meeting adjourned at 8:20 a.m.