



DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, February 10, 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

	<u>Attendance</u>
Matt LaBrie	Present
Tom Williams	Present
Eric Kelley	Present
Bill Collyer	Present
Gene McKnight	Excused

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
Malcolm Hamilton, Administrative Assistant
Sarah Grant, Assistant Transportation Planner
Michele DeCant, Public Works Business Manager
Tim Gaasch, Supervising Engineer

LIAISONS PRESENT:

Randy Rowse, City Council
Deborah Schwartz, Planning Commission

Others Present

Andréa White-Kjoss, CEO of Bikestation
Trey Pinner, Property Manager

3) **PUBLIC COMMENT**

None.

4) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF JANUARY 13, 2011**

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

5) **OPERATIONS UPDATE**

V. Garza presented an overview of the City Lot 10 structural construction project, including the modernization of the elevator system, and public restroom restoration. Staff displayed the signage used for directing traffic to other available lots.

E. Kelley inquired about the installation of way finding maps. V. Garza explained that staff is working with a company to put graffiti resistant decals on the elevator doors to direct parkers.

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T. Williams asked if the elevator and restroom side projects are in the same line item as the lot 10 construction project. B. Allen clarified that they are separate line items and both are included in Downtown Parking capital improvement plan.

T. Williams inquired about the profit motive of the elevator maps company and what would be the benefit to the City. V. Garza explained that staff would be more comfortable answering questions after an upcoming meeting with the company.

D. Schwartz asked if Downtown Parking staff anticipated revenue loss from the lot 10 closure. B. Allen said staff expected a small decrease in revenue, anticipating most people to park in other Downtown Parking lots, with only a small amount of customers going to Paseo Nuevo for parking.

D. Schwartz further inquired if lot operator or other positions would be removed because of the closure. V. Garza explained that hourly employees do not have guaranteed work hours, but regardless no hourly positions were being cut, and staff will redistribute resources and put a hold on hiring.

T. Gaasch, the City Supervising Engineer, asked the committee if they had recommendations for signage. E. Kelley suggested signs with large lettering targeted at drivers, stating that other signs were intended more for pedestrians.

D. Tait reviewed the work to be done on the restroom of City Lot 10.

R. Rowse asked staff if they could direct the contractors to move large equipment into the lots at non impacted hours when possible.

6) UPDATE ON BIKESTATION PROGRAM

Andréa White-Kjoss, CEO of Bikestation, presented an overview and analysis of Bikestation operations in the Granada Garage.

M. LaBrie asked what challenges Bikestation encountered in the Santa Barbara location. A. Kjoss explained that the shower was worrisome, but was preventatively taken care of by adding a wireless key control system. Day-use lockers were being used for long term storage of personal belongings. D. Tait installed new locks that automatically unlock after 12 hours, which help reinforce the proper use of the lockers.

M. LaBrie asked if the surveys used to gauge customer use and satisfaction, had questions involving how close participants worked to the Bikestation and where the participants worked: for example county or city or otherwise. A. Kjoss confirmed that these type of questions were asked in the survey.

T. Williams asked what the membership fees are for Bikestation. A. Kjoss explained that depending on the use it is just under \$100 a year, with daily and monthly options also available. V. Garza confirmed that the utilities are expenses paid for by the City.

T. Williams expressed concern that with current budget issues, the City should strive to make the Bikestation a break even entity. A. Kjoss commented that without the assistance of the City in this program, the fee would equal about \$5.00 a day for use by patrons, and that would not realistically be break even, because daily and yearly use would significantly decrease.

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B. Allen followed up by reminding the committee that the City aims to provide quality services for the residents and community. Bikestation is a non-profit certified B corporation, with experience in managing multiple locations, and tracking usage.

M. LaBrie asked what the max capacity of the Bikestation is, and A. Kjoss stated 78. D. Schwartz asked if there are any other Bikestation operations in the county, and A. Kjoss responded no.

M. LaBrie confirmed with staff that the contract terminates at the end of the calendar year.

M. LaBrie asked A. Kjoss what the City could do to make the Bikestation operation more successful. A. Kjoss noted that the Bikestation sees increases in activity after marketing campaigns, and the more the City increases awareness, the more occupied the station will be.

7) REPORT REGARDING THE PROPOSED CHANGES TO THE DOWNTOWN PARKING FEE SCHEDULE

B. Beaudette presented the proposed fee schedule for Downtown Parking.

E. Kelley asked why there is a monthly parking permit discount for Paseo Nuevo employees. B. Allen explained that the agreement was made with the Research and Development Agency(RDA). B. Beaudette added that the system encourages employees to use our large parking garages, prevents overflow into the surrounding residential areas and small parking lots, as well as abuse of the free 75 minute period.

M. LaBrie asked about the fiscal impact of the fee resolution changes, and B. Beaudette estimated an increase of \$30,000 per year.

T. Williams asked how staff determines whether a special event is large or small. B. Beaudette explained that the length of events determines the rate for special event parking.

E. Kelley motioned to approve the recommendation from staff to change the Downtown Parking Fee Schedule. T. Williams seconded the motion. The motion carried 3 yeas/0 nays/1 abstention.

8) LETTER PREPARED BY THE CHAIR OF THE DOWNTOWN PARKING COMMITTEE TO THE CITY COUNCIL REGARDING THE DOWNTOWN PARKING BUDGET

M. LaBrie presented the letter he prepared on behalf of the Downtown Parking Committee.

T. Williams suggested including more specifics on dollar amounts associated with the change. E. Kelley cautioned against losing the purpose of the letter within a laundry list of numbers and information.

T. Williams asked staff to elaborate on what exactly would change for Downtown Parking if it became an enterprise fund. B. Allen informed the committee that Downtown Parking would have to live within its own means, and could not spend funds on projects not directly related to Downtown Parking. B. Allen noted that the MTD mitigation would remain in place regardless of a change to an enterprise organization.

M. LaBrie commented that the enterprise system would help encourage and ensure fiscal responsibility.

T. Williams asked staff if Downtown Parking Lots 2, Granada Garage, and 10 will become Downtown Parking assets when RDA ends. B. Allen confirmed and added that Downtown Parking would have to increase the capital reserve fund to reflect the increase in assets.

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R. Rowse asserted that traditionally Downtown Parking has been self sustaining and only until recently it has not. He asked the committee to be assertive in its actions to become an enterprise fund.

E. Kelley motioned to deliver the committee prepared letter to City Council, and T. Williams seconded the motion. B. Collyer recused himself from the vote because of a conflict of interest. In order to sustain quorum, B. Collyer reinserted himself with the conflict of interest noted, and abstained from the vote. The motion carried 3yeas/0 nays/1 abstention.

9) RECRUITMENT FOR VANCANCY ON THE DOWNTOWN PARKING COMMITTEE

B. Allen informed the committee that recruitment would take place in April, and suggested that committee members get the word out to apply.

10) ADJOURNMENT

The meeting adjourned at 8:50a.m.