



DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, September 8, 2011

7:30 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	Absent
Eric Kelley	Absent
Bill Collyer	Absent
Gene McKnight	Present
Trey Pinner	Present
Krista Fritzen	Present

Attendance

CITY STAFF PRESENT :

Browning Allen, Transportation Manager
Victor Garza, Parking /TMP Superintendent
Dion Tait, Parking Supervisor
Rebecca Jimenez, Parking Supervisor
Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

Deborah Schwartz, Planning Commission
Randy Rowse, City Council
Others Present

3) **PUBLIC COMMENT**

None.

4) **APPROVAL OF MINUTES FOR THE SPECIAL MEETING OF JULY 21, 2011**

G. McKnight motioned and T. Pinner seconded to approve the minutes for the special meeting of July 21, 2011. The motion carried 4 yeas/0 nays/0 abstentions.

5) **ELEVATOR ADVERTISING**

V. Garza presented the Staff report regarding elevator advertising and gave an overview of the opportunity. V. Garza said that this is a viable program to make some revenue at no cost to the City, and also one of the solutions for way finding maps in the lots.

B. Allen added that a pilot program is ok with the Public Works Director, but a full elevator advertising program will require a vote by City Council.

V. Garza said the laminate is graffiti and vandal resistant. He said that City staff is leaning towards Lot 10, because the doors are not visible from the street, which negates the need for Sign Committee and Historic Landmark Commission review, however staff intends to do a courtesy informational for the Sign Committee.

D. Schwartz asked if City staff has set policies regarding the content and businesses that will be able to advertise, citing potential issues from similar advertising in other cities. B. Allen said that the content is at the full discretion of City staff. B. Allen added that staff will discuss with the MTD how they regulate their bus advertising on the outside of the buses.

M. LaBrie commented that the Committee will need to see official policies drafted prior to laminating the doors.

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G. McKnight asked if staff and the Finance Subcommittee had discussed a fee and revenue sharing structure. T. Pinner said that staff and the Committee are not yet at that step. More will come when an agreement will need to be signed and finalized with Elevated Advertising.

M. LaBrie said that this is a great opportunity because it will be no cost to the City with paid advertisements.

B. Allen said that this is only a pilot program and will test the public reaction to determine if a full program is viable and publicly accepted.

D. Schwartz asked if staff plans on abiding by the City graffiti removal policies. B. Allen said that absolutely Downtown Parking will abide by the 72 hour policy of graffiti removal.

M. LaBrie asked who is able to remove the laminate. B. Allen said that Parking Maintenance staff will need to learn the method of removing the laminate in case for example the business no longer operates in a few years.

D. Schwartz said that the City needs to be cautious so as not find itself in a controversial situation.

V. Garza said that Staff will need direction for a location of the pilot program as well as a length of time.

T. Pinner said that there is concern with directory for the pilot because the advertisers may not be fully satisfied with the outcome.

B. Allen said that the City has the option of purchasing a laminate, such as using the panels as press for upcoming projects.

M. LaBrie asked if Downtown Parking plans on using the standard parking map. V. Garza said that staff is hoping to use recently designed way finding maps for the parking lots. M. LaBrie added that possibly using vendors that pay for placement on the Downtown Organization map may readily pay for spots on the elevators.

K. Fritzen asked how staff will assess the response from customers. B. Allen said that community members are not shy about calling and voicing concerns. B. Allen said that staff will monitor the issues that are brought up.

G. McKnight asked if this is "You are here" type signage. B. Allen confirmed. G. McKnight said that he does not see many people using the elevators and maybe it would be best to put directional signage on the outside doors as opposed to the inside traveling cab. B. Allen said that Downtown Parking is going to install directional signage in the parking garages and lots, so it may be overkill for the outside of the elevator doors.

R. Rowse said that there are potential problems with selling advertising space to businesses other than those in Downtown. R. Rowse said that it would be difficult for PBIA merchants to accept advertising sold to La Cumbre Mall merchants suggesting they shop there instead. B. Allen said that advertising will be for downtown businesses. R. Rowse asked if it will be exclusive to PBIA contributing businesses. B. Allen said that it is something staff will have to discuss.

M. LaBrie said that the City will need a policy regarding a waiting list and a rotation period.

D. Schwartz asked if there is a timeline for implementation. B. Allen said before Thanksgiving.

T. Pinner motioned to direct Staff to commence an elevator advertising pilot program for a single test spot for a 3 month period, and report monthly to the Committee, as well as bring the final advertising proof to the Communications Subcommittee before installing the product. The advertising portion will be on the outside ground elevator doors and the way finding directory laminate on the interior traveling cab. G. McKnight seconded, the motioned carried 4 yeas/0 nays/0 abstentions.

M. LaBrie asked if staff will contact other agencies and committees. B. Allen said that Downtown Parking will touch base with relevant committees and agencies to keep the lines of communication open.

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M. LaBrie commented that this is a prudent decision in these economic times.

6) LOT 2 MONTHLY PERMIT PARKING

B. Beaudette presented an overview of the permit parking inventory at City Lot 2.

B. Allen said that we have not had a problem selling permits. B. Beaudette informed the Committee there is already a waiting list for interested parties. V. Garza added that the monthly fee of \$145 is highly discounted.

T. Pinner asked how often the rate for Paseo Nuevo is reviewed. B. Beaudette said that is based on a percentage of the going rate.

T. Pinner asked how long the trend has been showing available Paseo Nuevo permits. B. Beaudette said there is available spaces and that has been the trend.

T. Pinner asked how Downtown Parking tracks whether or not an employee still works in Paseo Nuevo. B. Beaudette said that the system is self regulating. Employees no longer pay for passes when they are not employed and employers no longer pay for passes once an employee leaves.

R. Rowse asked if Paseo Nuevo is still required to purchase bus passes as a mitigation measure. B. Allen said that it is still a part of the Transportation Demand Management.

B. Jimenez added that Downtown Parking only has permits available at 4 lots in the system. B. Beaudette confirmed.

G. McKnight said he thinks there is still an opportunity for a Monday through Thursday option for 7 a.m. to 6 p.m. shift workers. He added that expanding the permit availability is a great step to increasing the utility.

B. Allen said that it will not be a problem to sell the permits at Lot 2.

G. McKnight motioned to approve staff's recommendation to sell additional non-Paseo Nuevo monthly permits at City Lot 2 up to the point that the Lot 2 occupancy dictates otherwise. T. Pinner seconded the motion and the motion carried 4 yeas/0 nays/0 abstentions.

7) SUBCOMMITTEE STATUS REPORTS

The Finance Subcommittee had a meeting at the end of August and discussed elevator advertising, Cota Commuter Lot access control, the Granada Garage bicycle station, and Lot 2 roof parking options.

D. Schwartz recalled that the bicycle station is highly utilized and maybe the Bikestation.org would be willing to contribute more funds or require less from the City due to success of the location. B. Allen said that it would be unlikely to expect that from Bikestation.org because they are a non-profit and donations and government partnerships are crucial to the company.

The Government Relations Subcommittee met with Council members Randy Rowse and Grant House to discuss the parking system and further the Committee message. M. LaBrie attended the City meeting for committee chairpersons. M. LaBrie also attended the Ensemble Theatre presentation at City Council and discussed parking options in anticipation of the Theatre impact on the surrounding lots.

8) ADJOURNMENT

The meeting adjourned at 8:45 a.m.