



City of Santa Barbara Downtown Parking Committee

FY 2013 DPC Subcommittee Work Plans

Communications

Bill Collyer, Eric Kelley

- Improved signage for surface and structure lots
- Promote green parking – Park once, shuttle, commuters, Bikestation, sustainable maintenance
- Visibility of Committee
- MTD partnership – Park & Ride
- Educating the public on how to use the parking system efficiently
- Social media, mobile applications, real-time occupancy, internet outreach
- Inside Santa Barbara series

Finance

Krista Fritzen, Trey Pinner

- Thoroughly understand budget: Rev, Exp, Net, CIP, Reserve
- Advise staff on equity of PBIA
- Use of Capital Improvement Fund
- Financial aspects of policy and program changes
- Advise staff on the development of fee structures for Downtown Parking services
- Impact of RDA dissolution to operation of parking system

Operations

Gene McKnight, Tom Williams

- Special event and construction signage for lots and structures
- Over flow parking for Ensemble Theatre Project
- Security of lots, operators, and customers
- Monthly permit parking program
- Provide input for ongoing operational issues
- Impact of RDA dissolution to operation of parking system