



# DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, January 12, 2012  
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

Matt LaBrie	Present
Tom Williams	Present
Eric Kelley	Present
Bill Collyer	Present
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  
Scott Durfor, Assistant Parking Coordinator  
Sergio Arriaga, Assistant Parking Coordinator  
Michele DeCant, Public Works Business Manager  
Tim Gaasch, Supervising Engineer

LIAISONS PRESENT:

Deborah Schwartz, Planning Commission  
Randy Rowse, City Council

OTHERS PRESENT:

3) **PUBLIC COMMENT**

None.

4) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF NOVEMBER 10, 2011**

**Motion:** To approve the minutes from the regular meeting of November 10, 2011.

**Made By:** Tom Williams **Second:** Gene McKnight

Yeas: 6 Nays: 0 Abstain: 0 Absent: 1

E. Kelley entered the meeting after the vote to approve the minutes.

5) **PRESENTATION OF OPERATING BUDGET**

M. Hamilton presented the operating revenue and expenses for the six months ended December 31, 2011.

G. McKnight asked why there was a large increase in materials, supply, and services expenses from the previous quarter. M. Hamilton said that electricity invoices for the first six months were paid in bulk in the second quarter.

D. Schwartz asked if staff chose an operator for the bicycle station in the Granada Garage. B. Allen said that staff is in discussions with potential operators, but no decision has been made.

D. Schwartz asked if any of the capital projects were affected by the dissolution of the RDA. V. Garza said that staff used RDA funds for line items that were already budgeted.

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M. Hamilton presented the credit card report for calendar year 2011.

E. Kelley asked if staff has noticed a decrease in cash handling and less staff time devoted to accounting for revenue. M. Hamilton confirmed that staff has noticed significant decreases in check usage and there was approximately \$1,000,000 processed through credit cards in 2011 that would have otherwise been cash or check.

D. Schwartz asked if staff has noticed a difference in length of stay due to credit card usage. M. Hamilton responded that credit cards average \$4.50 per transaction, while cash transactions average \$3.00 per transaction. The difference of \$1.50 is equal to one hour of parking fees.

M. La Brie asked if the City uses a single credit card processing vendor. V. Garza said the City uses First Data as their credit card processing agency. M. La Brie asked if staff believes they are receiving the best value and rates for our credit card processing. B. Allen said that First Data has a good track record for reliability and the City Finance Department periodically reviews their contracts to determine if the City is receiving sufficient services for money expended.

R. Rowse said that increases in credit card processing fees can be costly and it is important for staff to be aware of their processing rates. R. Rowse followed by saying that credit cards are important for operator safety and customer convenience.

T. Pinner said that it is important to distinguish between customers choosing to use their credit card for larger fees or actually choosing to stay longer because they can use their credit card.

D. Schwartz asked if staff will promote the credit cards more heavily because of the obvious benefits to customers and staff. M. La Brie said that initially the Committee agreed with staff to slowly introduce the functionality in case there were any hardware, software, and/or operational issues. V. Garza added to M. La Brie's comment, stating that Downtown Parking advertised credit cards in the Independent for 5 weeks this year, and staff will continue to look at marketing efforts to make customers more aware of credit card acceptance.

### **6) PRESENTATION OF CITY LOT 2 STRUCTURAL CONSTRUCTION**

T. Gaasch presented an overview of the Lot 2 structural construction project. Building on what the City learned from the two previous structural projects, T. Gaasch said that City staff has prepared directional signage that is clearly read by people driving in their cars. Staff also purchased sound reduction blankets to hang on the exterior of Lot 2 to dampen the construction sounds. T. Gaasch informed the Committee that staff had met with Paseo Nuevo management and the Canary Hotel to address parking and sound concerns. V. Garza added that Paseo Nuevo will open their parking structure earlier in the day for customer parking.

T. Gaasch said that construction will begin on February 06, 2012.

M. La Brie asked if staff had spoken to Lora MacGyver at the Canary Hotel. T. Gaasch confirmed and said that the contractors are amenable to starting noisy work later in the morning, not at 7:30 a.m.

B. Allen said that this is a RDA project but the money is secured and the projects will continue as scheduled.

B. Collyer asked if Paseo Nuevo will staff their kiosks. V. Garza said that Paseo Nuevo will make staff available during impacted hours.

T. Williams asked if there were any requests for special parking. T. Gaasch said that the Powell Peralta skateboard shop requested temporary 15 minute parking in front of their store, which is currently an entrance lane to Lot 2.

### **7) OPERATIONS UPDATE**

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### Elevator Advertising

M. Hamilton presented pictures of the advertising laminates in the Lot 10 elevators. T. Williams said it may be more effective to put the advertisement on the inside of the elevator, not on the outside.

B. Allen said that the outside of the elevator doors are the most valuable to businesses.

E. Kelley said that the vendor assured staff and Committee members that the City would have the final say on the content of the advertisements.

K. Fritzen said that she is concerned about cluttering the map after individual businesses are added. She said that it may be better to sell panel space on the interior of the elevator and not clutter the way-finding map.

T. Pinner said that it would be helpful to add an identifying marker for the maps in cases.

### Helena Parking Lot

V. Garza informed the Committee that the Helena Parking Lot is close to completion, but there was a delay for the delivery of Edison electrical hardware.

M. La Brie asked how many monthly permits have been sold for the Helena Lot. V. Garza said that about a handful of people have expressed interest for monthly permits.

T. Williams asked why staff would not fill the Helena Lot with monthly permit parkers. V. Garza said that staff is going to balance the short-term parking with monthly permit parking.

### Cota Commuter Lot Proposal

V. Garza informed the Committee that staff contracted with Penfield & Smith to provide design services for revenue control equipment in the Cota Commuter Lot.

M. La Brie asked if the proposal from Penfield & Smith included space for a kiosk at a later date. V. Garza said that staff received two proposals, one with a kiosk and one without.

### Louise Lowry Lot

V. Garza updated the Committee on discussions regarding the use of the Louise Lowry Lot for overflow parking for Lot 5.

T. Pinner said that it is important staff have clear signage for the Louise Lowry Lot so customers understand that it will be a temporary parking location, not permanent.

### Electric Vehicle Charging Stations

V. Garza updated the Committee on the installation of electric vehicle charging stations in City Parking Lots. Coulomb Technologies will be the contractor for installation and the company is being funded by Department of Energy grants.

T. Williams asked how parking spaces will be dedicated for electric vehicle charging. V. Garza said that no more than 20 spaces will be marked for electric vehicle charging. B. Allen added that only 16 of the potential spots are new, considering that Lot 6 and Lot 7 already have two charging spots each. V. Garza said that staff is not adding the electric vehicle charging spaces in highly impacted lots, but lots with capacity.

G. McKnight said that the dedication of 20 spaces to electric vehicle charging is concerning as well.

T. Pinner asked staff to report on the usage at a later date.

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T. Pinner asked for how long the agreement requires the charging stations to be installed. V. Garza said that the City must keep the charging stations in place through December of 2013.

B. Allen pointed out that it will take customers about 4 hours to fully charge, and during that time customers are accruing parking fees and most likely shopping in the downtown area.

B. Allen said that the City's Facilities Department will maintain and remove the charging stations as necessary.

D. Schwartz asked if the Department of Energy is funding the project through a grant. V. Garza confirmed. D. Schwartz asked if there was any cost for maintenance or removal of the stations. V. Garza said the parts are under warranty and the Facilities Department will maintain the stations. V. Garza added that this will be a no cost project to the Parking Program. D. Schwartz said that it would be important to market the charging stations to make the most use out of the program and parking spaces.

RDA Legislation

B. Allen informed the Committee that the California Supreme Court ruled that it is constitutionally permissible to dissolve the RDA and the Governor will proceed with dissolution. B. Allen said that the Downtown Parking Program is receiving \$112,000 annually from the RDA to offset the cost of the Downtown Organization maintenance contract. Downtown Parking will no longer receive \$112,000 annually.

E. Kelley asked how this ruling will affect the fund reserve requirements for Downtown Parking. B. Allen said that the Finance Department will allow Downtown Parking to slowly increase its reserves to meet the new requirements.

T. Williams said that it will be important to monitor the Parking funds and capital needs because there will not be RDA money for projects such as the structural upgrade project.

R. Rowse said that historically the Parking Program has been self sustaining and only until recently the Parking Program has not been because the Parking budget has been burdened with non-related expenses.

M. La Brie asked if any of Downtown Parking assets are vulnerable due to the RDA legislation. B. Allen said that all property has been transferred to the City prior to the recent legislation, and the City owns the underlying land. Downtown Parking did not purchase any property with RDA funds.

**8) SUBCOMMITTEE STATUS REPORTS**

M. Hamilton said that the Communications Subcommittee discussed and recommended the elevator advertising trial laminates.

M. Hamilton said that the Finance Subcommittee discussed parking resources in the lower State Street Area, PBIA rate categories, the Committee work calendar, and the 2011 credit card report.

**9) ADJOURNMENT**

The meeting adjourned at 9:10 a.m.