



DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, February 9, 2012
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 | Absent |
| 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
Chris Rickerd, Parking Coordinator

LIAISONS PRESENT:

Deborah Schwartz, Planning Commission
Randy Rowse, City Council

OTHERS PRESENT:

Ed Brown, Open Air Bicycles

3) **PUBLIC COMMENT**

None.

4) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF JANUARY 12, 2012**

Motion: To approve the minutes from the regular meeting of January 12, 2012.

Made By: Bill Collyer **Second:** Tom Williams

Yeas: 6 Nays: 0 Abstain: 0 Absent: 1 (E. Kelley)

5) **BIKESTATION PRESENTATION**

Andréa White-Kjoss presented an overview of the Santa Barbara Bikestation including usage and demographic statistics.

Ed Brown Asked what the capacity of the bicycle station is. A. Kjoss answered 78 bicycle spaces in two-tiered racks. Ed Brown asked what the current membership level is. A. Kjoss said 52 members and noted that January and February are seasonally low membership months. Ed Brown commented that he would like the Bikestation to outreach to businesses for visibility and promotion.

D. Schwartz asked how much time staff is spending at the Bikestation. B. Allen said more time was spent at first, but now staff spends less than 3 hours per week performing light maintenance. D. Schwartz asked what security measures are in place for the station. A. Kjoss said that there are cameras which record the interior of the station and members are issued a pass key to open the doors.

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T. Williams asked what kind of membership options are offered and how do they encourage short shopping trips. A. Kjoss said that memberships are offered in daily, monthly, and yearly options. Customers apply online and receive their pass key within 3 to 5 business days. B. Allen said that customers can also purchase a 10-day pass and use as they like. B. Allen said that the bicycle station is intended to promote commuter bicycling.

T. Williams asked what the demographic is of the users. A. Kjoss said that the users are fairly even in male and female use, which is unlike national trends, where women typically use the facilities less than males. A. Kjoss said that the majority of users are between the ages of 35 and 50.

B. Collyer asked if there was a correlation between gas prices and membership. A. Kjoss said that it is more correlated in bad economies but less so in good economies.

G. McKnight asked what the gross receipts are for FY 2011 for the Bikestation Santa Barbara. A. Kjoss said approximately \$5,000 to \$7,500.

T. Pinner asked if Bikestation's marketing efforts in Santa Barbara are similar to other locations. A. Kjoss said that Bikestation starts with broad marketing plans and tailors their strategy to each spot. T. Pinner followed up by asking how much marketing is a factor in generating new members. A. Kjoss said that they see increases in membership when targeting large events like Earth Day. A. Kjoss pointed out that macro-economic trends affect membership as seen by the similar trends in membership of Palo Alto and Long Beach.

K. Fritzen asked if any Bikestation facilities offer a higher service level than Santa Barbara. A. Kjoss said that there are fully staffed Bikestation facilities and others that are between Santa Barbara and fully staffed.

Ed Brown asked how often the station experiences theft. A. Kjoss said no bikes have been stolen from Santa Barbara since opening. Ed Brown said that promoting the "no theft" security is a strong selling point.

M. La Brie asked what customers do if they are not heading to work after parking their bicycle. A. Kjoss said that customers shop, go to the library, or connect to a bus line.

M. La Brie asked if there are members who only use the shower and amenities. A. Kjoss said that there were problems with that segment of users, but with the help of City staff, it has been nearly stopped.

M. La Brie asked if maintenance has increased with membership. D. Tait said that increases in membership have not increased staff time for light maintenance.

M. La Brie commented that the Committee is cautious of using PBIA funds to subsidize competitors to local businesses. A. Kjoss echoed that sentiment and said that Bikestation is aware of the sensitive nature of local bicycle shops. A. Kjoss said that the best solution is for Bikestation to partner with a local business to deliver services that Bikestation does not provide.

6) BICYCLE STATION OPERATING AGREEMENT

B. Allen presented the staff report and gave an overview of the proposed agreement with Bikestation. B. Allen said that staff asked Bikestation to explore the option of working with the Santa Barbara Bicycle Coalition or another organization to expand services and promotion efforts. The Santa Barbara Bicycle Coalition withdrew from negotiating a partnership. Staff will work with Bikestation and local businesses to increase local outreach.

T. Williams asked if there is any thought of removing the shower and other amenities that encourage improper use of the facilities. B. Allen said that City staff addressed undesirables, but amenities encourage correct use as well.

G. McKnight asked what the square footage of the facility is. V. Garza said 1,100 square feet.

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G. McKnight asked if the City charges rent. B. Allen said that no rent is charged and the City pays utility costs of the facility. B. Allen reminded the Committee that the bicycle station is a mandatory element of building the Granada Garage.

G. McKnight asked if City staff believes they are getting the desired value of the facility from 52 members. G. McKnight added that the bicycle station is in a prime location downtown and most other rental situations would increase revenue greatly. B. Allen said the City may be prohibited from renting to a for-profit business and the City gets trip mitigation credit for having the bicycle station. The dollar cost of paying for mitigation equal to the bicycle station is much more expensive than \$25,000 per year.

G. McKnight said that he would like to see the agreement to be for only a year. B. Allen said that this is an arduous process and there is too much time spent negotiating an agreement. B. Allen said that staff will look at adding a yearly renewal option to the agreement. B. Allen also said that staff cannot operate the station for close to \$25,000 per year.

G. McKnight commented that he does not view this agreement as a \$25,000 contribution but much more considering resources expended and opportunities for charging rent.

T. Williams said that staff and the Committee are stuck in a situation that is looking like less of a benefit than the Granada Garage was presented as.

T. Pinner asked for clarification that there is \$5,000 total for marketing, making the contract a total of \$25,000. M. Hamilton confirmed that \$20,000 will be directed towards operations while \$5,000 will be incentive based on generating new members. No more than \$25,000.

D. Schwartz commented that as stewards of the City, and considering the fiscal practicality and benefits to the community, it is important to advocate for bicycling and broad visioning.

D. Schwartz asked if the County uses the bicycle station and whether or not the County should contribute to the bicycle station.

B. Allen said that staff understands that it is the desire of the Committee to see the analysis of the soft costs and other costs absorbed into the budget.

G. McKnight asked if the membership would be full if the station was free for users. A. Kjoss said that most likely the membership would be full year round. B. Allen said that the free use would attract undesirable users.

B. Collyer said that promotion through the Downtown Organization is possible.

Motion: That the Downtown Parking Committee recommend that Council authorize the Public Works Director to execute a five year agreement for \$25,000 annually with Bikestation for the operation of the bicycle station located at the Granada Garage.

Made By: Tom Williams **Second:** Trey Pinner

Yeas: 6 Nays: 0 Abstain: 0 Absent: 1 (E. Kelley)

7) ELECTRIC VEHICLE CHARGING STATIONS

V. Garza presented the electric vehicle charging station staff report and gave an overview of the proposed program.

T. Williams asked if Lot 11 is included in the list of scoped spots. V. Garza confirmed.

T. Pinner asked what the procedure is for the City to be reimbursed. V. Garza said that Parking staff is working with the City Attorney's office to figure out the payment procedure.

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T. Pinner asked what similar agencies are doing with the Coulomb proposal. B. Allen said that other cities have given Coulomb laissez faire, but Santa Barbara has been strict on the terms of agreement because clauses regarding maintenance and other operational issues were not fully fleshed out.

T. Pinner asked how long the City is required to leave the stations installed. V. Garza said through December 2013.

T. Pinner asked who will field complaints about the stations and what will be the signage. V. Garza said that Coulomb will respond to mechanical complaints.

T. Williams commented that the Committee has many questions and needs more information on the company.

G. McKnight asked if there are any solar powered options for the charging stations. V. Garza said that staff looked into that option but the solar power does not charge a car sufficiently.

B. Allen said that the contract with Coulomb will go to Council and there is strong support from community groups to install electric charging vehicles.

T. Williams said that it would be prudent to install new equipment in the existing spaces at Lots 6, 7 and Helena.

M. La Brie said that the process is being pushed by a grant and there is an urgency that leaves open ended questions to be answered after the signing of the contract, which would not have DPC approval.

T. Pinner said that he sees M. La Brie's view that the process is being pushed by grant availability, but there is an opportunity here for free install of expensive charging equipment.

D. Schwartz asked how the City will deal with equipment malfunctions, adding that the customer will assume it the City's equipment. D. Schwartz commented that City staff needs to press for solar power.

B. Allen said that Coulomb is new and does not have a track record.

D. Schwartz said that she hopes there is not undue pressure because of the grant.

R. Rowse said that it is important for the Committee to remind Council of the value of spaces.

T. Williams expressed concern about future issues regarding the operation and maintenance of the charging station.

Motion: That the Downtown Parking Committee;

1. has serious reservations as to the viability of this project fundamentally; and
2. recommend that staff continue with the budget evaluation process with the understanding that customers will pay for parking and the charging rates will be \$2.00 to \$5.00; and
3. recommend that staff come back to the Committee for a recommendation to Council regarding operational aspects and locations of charging stations.

Made By: Trey Pinner **Second:** Bill Collyer **Amend:** Matt La Brie

Yeas: 5 Nays: 1 (T. Williams) Abstain: 0 Absent: 1 (E. Kelley)

8) PRESENTATION OF QUARTERLY OCCUPANCY REPORT

This item was tabled for a later date.

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9) OPERATIONS UPDATE

V. Garza informed the Committee that the Lot 2 structural construction began and there are no unexpected problems or delays that have arisen.

V. Garza informed the Committee that the Parking Program experienced two robberies that totaled less than \$200. V. Garza said that staff has made security cameras a priority project and is working to install cameras as fast as possible. V. Garza said that an assault occurred in the Lot 2 elevator that was captured on camera and turned over to police. The perpetrator in the assault case was arrested. V. Garza said that cameras are important as a deterrent and as a solution to problems that arise in the Parking facilities. V. Garza said that staff is working with police and numerous City staff to have the most secure procedures to protect employees and customers. V. Garza added that employee assistance services were extended to the employees that were robbed.

10) SUBCOMMITTEE STATUS REPORTS

No status reports were given.

11) ADJOURNMENT

The meeting adjourned at 9:43 a.m.