



DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, May 10, 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
Tom Williams
Eric Kelley
Bill Collyer
Gene McKnight
Trey Pinner
Krista Fritzen

Attendance

Present
Present
Present
Present
Present
Present
Present

CITY STAFF PRESENT :

Browning Allen, Transportation, Streets and Parking Manager
Victor Garza, Parking /TMP Superintendent
Rebecca Jimenez, Parking Supervisor
Brandon Beaudette, Parking Resource Specialist
Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

John Campanella, Planning Commission
Randy Rowse, City Council

OTHERS PRESENT:

3) **PUBLIC COMMENT**

None.

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

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

Made By: Bill Collyer **Second:** Trey Pinner

Yeas: 7 Nays: 0 Abstain: 0 Absent: 0

5) **PRESENTATION OF QUARTERLY OCCUPANCY REPORT**

M. Hamilton presented the quarterly occupancy report, comparing 2012 to 2011 in the January through March months.

6) **PRESENTATION OF COTA LOT OPERATIONS**

B. Beaudette presented staff's plan for improved management of the Cota Commuter Lot.

T. Williams asked how the Lot is currently managed and enforced. B. Beaudette said that the Police Department patrols the Lot and cites vehicles without an issued hang-tag. The Lot is managed through a hang-tag permit process, but there are no gates that impede non-permit parkers. The Police Department receives revenue from citations issued to non-permit holders.

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B. Collyer asked what the policy is for permit holders that cannot park at Cota because the Lot is full. B. Beaudette said that Cota permit holders may park in any of the hourly lots.

B. Allen said that the Parking Program retained approximately \$380,000 from previous revenue control projects. The funds for this project are separate from the reserve funds for FY 12 or FY13. E. Kelley asked if the Cota Lot is currently free in the evenings or locked. B. Beaudette said that the Lot is free to use after 6:00 p.m., however with new access control equipment, staff will be able to determine the operations of the Lot at night.

T. Williams asked if the current plan prevents the installation of a kiosk in the future. B. Allen said that the network fiber, which connects the servers with remote locations, is the fundamental infrastructure and it will be in place.

B. Collyer asked if the funds will come from reserves. B. Allen said no, these funds are from a roll-over encumbrance from previous revenue control projects.

T. Williams asked how the after-hours management of the Cota Lot will change with the new equipment. B. Beaudette said that the operation of the Lot at night is yet to be determined. Staff will have many options including hourly parking and pre-pay parking.

M. LaBrie commented that the intention of the project is to curb abuse of the hang-tag system and give staff the ability to increase utility of the Lot during the day and at night.

G. McKnight said that it would take approximately 15 years to pay back the investment if staff was able to retain \$25,000 more per year. B. Beaudette said the \$25,000 figure is a conservative estimate of potential revenue from closely monitoring delinquent accounts, and there are more opportunities for revenue generation. Through better management of delinquent accounts, staff will be able to free up more permits for satisfactory subscribers.

G. McKnight said that there may be short-term solutions for less expensive. B. Beaudette said that this is the best solution for managing the Cota Lot in the short and long term.

B. Allen followed by saying that short-term solutions involve labor intensive tasks.

B. Collyer asked what the policy will be for parkers that leave their vehicle overnight. B. Beaudette said that staff will not use punitive policies to pressure customers to drive after they have been drinking alcohol, but the exact policies are still to be discussed.

T. Pinner stated that there is a potential for traffic congestion if a permit holder is not able to access the lot because their pass is blocked or malfunctioning. Commenting on the whole project, T. Pinner said that he believes this decision will need to be made at some point, and over time, there is a good amount of upside to this project.

E. Kelley echoed B. Collyer's comments and said that there will need to be a policy to handle overnight parkers.

T. Williams said that he is having difficulty assessing the costs and benefits for a potential \$25,000 more revenue. B. Allen said the most important aspect of the project is that staff will have better control and management of the lot and be more efficient in evaluating and implementing policies.

E. Kelley said he views the project as a way to have the lot operate as it was originally intended: taking employees out of the hourly lots and providing night time parking for a range of customers.

G. McKnight asked staff if they had an idea of the timeline for construction. B. Allen said that the construction would begin in January 2013 at the earliest.

K. Fritzen asked how Antioch has affected the night-time use of the Cota Lot. She followed by asking if the hourly parkers would push out permit holders. B. Beaudette said that students are using the Lot at night, but

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hourly parking is being considered for night-time only when the occupancy is sufficient to accommodate late working employees and hourly parkers.

T. Pinner said that with the favorable bidding climate, the construction aspects of the project may be lower than expected. B. Allen concurred with T. Pinner and added that staff's estimates of revenue generation are conservative.

Motion: Recommend that staff continue with the design concept phase of the Cota Project and review the financial and operational aspects of the Project with subcommittees and the full Committee as necessary.

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

Yeas: 6 Nays: 0 Abstain: 0 Absent: 1 (B. Collyer)

7) COMMUTER LOT OPERATIONS AND SHUTTLE SERVICE

B. Allen informed the Committee that the Redevelopment Agency (RDA) contributed \$300,000 annually to support the Downtown/Waterfront Shuttle and Commuter Lot Shuttles. Staff is evaluating options to address the lack of RDA funding.

B. Allen said that the Carrillo Shuttle services about 12,000 customers per year and it costs about \$10 per trip for each passenger. The Cota Shuttle service is also underutilized and the cost/benefit analysis no longer supports the operation of shuttle services to the Commuter Lots.

B. Allen said that staff is recommending the elimination of the shuttle services to the Carrillo and Cota Commuter Lots. The elimination of the shuttle service to the Commuter Lots would be an annual cost reduction of approximately \$200,000.

B. Allen described a couple options to alter the operation of the Carrillo Commuter Lot to make up for the additional \$100,000 lost from RDA. B. Allen cautioned that any price increase to the Carrillo Lot parking permit may substantially decrease subscribership. B. Allen said that staff is contemplating a rate reduction for Carrillo permits to increase subscribers and revenue. Staff predicts that the price elasticity of the Carrillo Lot will allow for more revenue to be generated with a smaller monthly rate.

M. La Brie asked if the Parking Program will have to contribute the funds for the shuttle services if they are not discontinued. B. Allen said that the City will have to look at a rate change to the commuter shuttle service as well as increased funding from the Parking Program.

T. Williams asked if the Parking Program will contribute more than now for the Downtown-Waterfront Shuttle service. B. Allen said no.

T. Pinner asked what the customers expect for the current monthly permit price. B. Beaudette said that customers expect to have shuttle service.

J. Campanella said that maybe staff can expand the definition of a commuter to increase subscribers. B. Allen said that the requirements are relaxed as is, there is no demand.

G. McKnight asked how the carpoolers are managed currently. B. Allen said that carpoolers park for free in the commuter lot.

Motion: Recommend that staff discontinue the shuttle service to the Cota and Carrillo Commuter Lots.

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

Yeas: 5 Nays: 0 Abstain: 0 Absent: 2 (B. Collyer, Eric Kelley)

8) SUBCOMMITTEE STATUS REPORTS

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T. Pinner informed the Committee that the Cota Project was discussed at the Subcommittee. He added that he attended the Public Works budget hearing with City Council.

9) OPERATIONS UPDATE

Parking Lot Security & Security Camera Installation

V. Garza updated the Committee that staff has installed cameras in the Lot 2 and Lot 10 elevators, in the Granada Garage, and in all 17 kiosks, which will go a long way towards public and operator safety, as well as a deterrent to vandalism.

Lot 2 Reopening

V. Garza informed the Committee that Lot 2 successfully reopened on April 30, 2012 with a new interior coat of paint, deck resealing above the bank, and ADA spaces.

EV Charging Stations

V. Garza said that two electric vehicle charging stations were installed in the Granada Garage with two more to be installed in Lot 7 and the Helena Lot.

Ensemble Theatre Project

V. Garza said that staff is negotiating with the contractor for parking in the Davis Center Lot.

Mission Creek Flood Control Project

V. Garza said that staff met with City Engineering to discuss the Mission Creek Flood Control Project at the Depot Lot and the operational logistics during the construction.

10) ADJOURNMENT

The meeting adjourned at 9:26 a.m.