



# City of Santa Barbara Downtown Parking Committee

## *Mission Statement; Subcommittee Work Plans*

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**Committee Mission Statement:** To enhance the economic vitality of the Downtown area, by advising the City on policy of operation and maintenance of the City's parking facilities and on-street parking supply, in order to optimize the usefulness to customers and visitors that shop and work in the Downtown Business District.

### 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

### Operations

Gene McKnight, Tom Williams

- Signage: special events, construction, visibility of lots
- Over flow parking for Ensemble Theatre Project, Louise Lowry
- Security of lots, operators, and customers
- Monthly permit parking program
  - Develop pilot for Lot 10 with new permit policies and/or variations
- BikeStation Operations
- Provide input for ongoing operational issues