



DOWNTOWN PARKING COMMITTEE

MEETING MINUTES

Thursday, January 10, 2013

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

Dion Tait, Parking Supervisor

Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

Randy Rowse, City Council

Deborah Schwartz, Planning Commission

OTHERS PRESENT:

3) **PUBLIC COMMENT**

None.

4) **APPROVAL OF THE MINUTES FOR THE REGULAR MEETING OF NOVEMBER 8, 2012**

Motion: To approve the minutes from the regular meeting of November 8, 2012

Made By: Bill Collyer **Second:** Gene McKnight

Yeas: 6 Nays: 0 Abstain: 0 Absent: (Kelley)

5) **APPROVAL OF THE MINUTES FOR THE SPECIAL MEETING OF DECEMBER 13, 2012**

Motion: To approve the minutes from the special meeting of December 13, 2012

Made By: Bill Collyer **Second:** Krista Fritzen

Yeas: 6 Nays: 0 Abstain: 0 Absent: (Kelley)

6) **PRESENTATION OF QUARTERLY OCCUPANCY REPORT**

M. Hamilton presented the quarterly occupancy, comparing October through December for 2012 and 2011. In addition to the verbal report, an occupancy narrative was included in the agenda packet.

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T. Williams asked if permits are currently offered at Lots 2 and 10, where there seems to be excess capacity. M. Hamilton confirmed and said that there is advertising posted on the entrance and exit of the kiosks.

B. Collyer asked if some customers that use the Carrillo Commuter Lot chose to purchase a permit in the Downtown core when the shuttle service was discontinued. M. Hamilton said that he does not have that information but he will ask Brandon Beaudette, Resource Specialist, if he is observing that behavior. B. Allen said that some people moved to the Cota Commuter Lot but that does not impact the monthly parkers in the hourly lots.

G. McKnight reiterated T. Williams comment that there is an opportunity to sell more permits with variations such as weekday only passes.

E. Kelley said that Downtown Parking should focus on the governmental aspects of the Program such as alternative transportation rather than spend resources to encourage and increase monthly permit parking.

T. Pinner said that staff may want to revisit the idea of roof top permit parking which would not encroach on the hourly parking in the remaining levels of Lot 10 and 2.

T. Williams asked if a permit holder can use their monthly pass any day of the week. B. Allen confirmed.

D. Schwartz asked if discussions with the County regarding spaces in the Granada Garage have ended. B. Allen confirmed. D. Schwartz commented that the Granada Garage is becoming more occupied on average but there may be options to accelerate the utilization. She said that staff should explore opportunities to partner with businesses and incentivize customers by moving parking fees away from the customer towards the businesses, like a validation system.

E. Kelley, owner of Book Den, responded that he will sometimes discount a customer's order by \$1.50 to encourage further shopping and alleviate the stress of running back to their car to leave without paying for parking.

R. Rowse said the economic climate is still shaky and he would advise staff and the Committee to tread lightly with business paid incentives. He said that staff may be able to further promote the lots by communicating through the PBIA mailer.

B. Allen said that staff would be cautious about disrupting, interfering, and/or undermining the Parking and Business Improvement Area.

M. La Brie said that it is encouraging to see rising occupancy levels but duration is also an important factor. By promoting the park-once concept and also accepting credit cards, both Staff and the Committee are hoping to see bumps in the duration levels.

T. Williams said that staff needs to plan for a rate change in the long term because consumer behavior may change.

Motion: To receive and accept the quarterly occupancy report.

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

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

7) ONGOING PROJECTS AND ANNOUNCEMENTS

RDA Legislation

B. Allen said that the Mayor, the City Attorney, and City Administrator traveled to Sacramento to express the City's concern regarding the language pertaining to the disposal of non-governmental assets including parking lots and structures. B. Allen reminded the Committee that the lots involved are Lots 2, 6, 10, 11, 12,

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Depot, both commuters, Fish Enterprise, and the recently constructed Helena Lot: over 60% of the current spaces in the system.

Electric Vehicle Stations

V. Garza said that the Parking Program installed 6 charging stations in the spring of last year: two each in Lots 6, 7, and the Helena Lot. There have been small malfunctions that Coulomb resolved and customers are directing questions directly to Coulomb not parking staff. Total revenue is about \$900 from August 6, 2012 when staff began charging.

Lot 7 Painting Logistics

Last year, V. Garza said that Lots 2 and 10 were painted during their structural construction. Because Lot 7 will not already be closed, staff is working with the contractor to find suitable dates after the Film Festival. At this time, staff is considering a 3 day closure because the layout of the structure will not allow for a partial closure.

B. Collyer asked if the contractors would be able to work at night or overnight. D. Tait said that the preparation for painting will take place at night but a full closure will be required to paint the interior.

R. Rowse asked staff if it would be possible to place directional signage outside of Lot 7 that is easily read by drivers on the street. V. Garza said that staff will use large-print signage similar to what was used during the structural construction projects and at Lot 5.

Security Cameras

V. Garza said that last year staff installed security cameras in all the kiosks, the elevators at Lots 2 and 10, the Granada Garage, and facing the back paseo at Lot 10. This year, Staff will be installing cameras in Lot 7.

2013 Calendar of Events

M. Hamilton distributed a calendar of events for 2013 that highlights recurring and pre-planned items for meetings.

Retreat Planning

The Committee agreed to hold their annual retreat on Thursday, February 14, 2013 from 9:00 a.m. to 12:00 p.m.

8) ADJOURNMENT

The meeting adjourned at 8:30 a.m.