



# DOWNTOWN PARKING COMMITTEE

## SPECIAL MEETING MINUTES

Thursday, February 14, 2013

Gebhard Meeting Room

630 Garden Street

Santa Barbara, CA 93101

1) **CALL TO ORDER:** 9:00 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

Jessica Grant, Project Planner

Rebecca Jimenez, Parking Supervisor

Dion Tait, Parking Supervisor

Brandon Beaudette, Parking Resource Specialist

Roy Forney, Parking Coordinator

Justin Berman, Parking Coordinator

James Hernandez, Maintenance Crew Lead

Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

Randy Rowse, City Council

Deborah Schwartz, Planning Commission

John Campanella, Planning Commission

OTHERS PRESENT:

3) **PUBLIC COMMENT**

None.

4) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF JANUARY 10, 2013.**

**Motion:** To approve the minutes from the regular meeting of January 10, 2013.

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

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

5) **FY 2013 OPEARTING AND CAPITAL BUDGETS**

G. McKnight asked if the Downtown Parking Program has to pay rent for using the Granada Garage. B. Allen said no.

T. Williams asked what projects, from the Capital Program, will staff complete this fiscal year. M. Hamilton said that the projects for Lot 7, including painting, cameras, and elevator maintenance, will be completed or are in the process. The Parking Lot Maintenance and Surface Maintenance line items will be used as the need arises. Depending on the work loads of staff and timing of the project, the Surface Parking Lot Lighting Study may not be completed this fiscal year.

M. La Brie asked if the line item for Electric Vehicle Charging Fees reflects net payments after service fees.

V. Garza confirmed and in regards to electricity usage, staff is not yet able to measure the impact of the stations.

## DOWNTOWN PARKING COMMITTEE MEETING MINUTES

FEBRUARY 14, 2013

Page - 2 -

B. Collyer asked if rent will be received from the 911 call center. B. Allen said that they will pay rent for the space they use.

T. Pinner commented that different metrics will help the Committee better understand the benefit of the EV charging stations to customers. Total charging sessions or total elapsed charging time may be better indicators of utility.

**Motion:** To accept and receive the operating and capital budget presentation.

**Made By:** Trey Pinner **Second:** Gene McKnight

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

### 6) STAFF DISCUSSION HIGHLIGHTING PARKING PROGRAM OPERATIONS AND ACCOMPLISHMENTS

R. Forney and J. Berman gave an overview of the operation of the lots and the management of the front line staff.

The Committee commended staff on their consistently good customer service and well run City program.

B. Collyer asked when a Fee Collection envelope becomes a violation bill. V. Garza said that after 10 days of no payment on the promissory note staff enters the collection envelope into their billing system.

B. Collyer asked if operators would be able to remind drivers of the prohibited left turns out of some structures and lots. R. Forney said that operators do their best to assist exiting customers.

J. Campanella asked if the introduction of credit card payments has decreased exit wait times. R. Forney confirmed that less fee due envelopes are processed because customers can swipe their cards if they don't have cash or check.

T. Williams asked if the Department of Motor Vehicles charges a fee to connect to their database for billing. B. Jimenez said no.

G. McKnight asked how employee suggestions are considered. R. Forney said that the management team considers all requests and concerns as a group and they find a solution that works for the organization as well as the employees.

R. Rowse complimented staff on their great customer service and positive culture, and he's sure they will keep up the good work in the future.

T. Williams asked if Night Collection Envelopes are written in each lot. J. Berman said all but the Depot Lot.

B. Allen said that staff initiated the special event parking management to expedite cars out of the lot. T. Williams said he thinks the special event fees are a fair price and staff coordinates well to assist customers and control Lot 6. T. Williams asked how the extra staffing costs compare to the added revenue. J. Berman said that staff costs are less than the revenue generated.

D. Schwartz asked how staff determines the price of the special event ticket. J. Berman said the price is determined by the duration of the Granada show that night.

E. Kelley asked how non-event customers are treated during special event parking. J. Berman said that non-event parkers are directed downstairs, away from the event parkers. This dual system allows for the most efficient exiting.

M. La Brie asked how early a customer can purchase an event ticket. J. Berman said about 2 hours before the show starts.

DOWNTOWN PARKING COMMITTEE MEETING MINUTES

FEBRUARY 14, 2013

Page - 3 -

J. Hernandez followed J. Berman and R. Forney and discussed aspects of the maintenance of the lots.

M. La Brie asked what type of work gets contracted out. J. Hernandez said that large projects or projects that require specialized equipment are generally contracted out.

B. Allen said that staff has a performance measure to respond to all equipment malfunctions within 15 minutes and another measure to ensure the daily cleaning of each lot and structure.

B. Collyer asked if camera installations have decreased graffiti and vandalism. D. Tait said yes. B. Collyer followed up by asking what services are provided to customers who can't find their car. J. Hernandez said that staff will get a description of the vehicle and then drive through the potential lots looking for the vehicle.

**Motion:** To draft a letter from the Chair on behalf of the Committee to formally recognize and commend staff on continued good work.

**Made By:** Trey Pinner **Second:** Eric Kelley

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

**7) REVIEW OF COMMITTEE'S MISSION STATEMENT**

M. La Brie read the mission statement into the minutes:

"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."

**8) REVIEW OF FY 13 SUBCOMMITTEE WORK**

Each subcommittee reviewed the work plans developed in Fiscal Year 2013.

**9) FY 14 COMMITTEE WORK PLANS**

The subcommittees edited and revised their work plans with priority designations. The new work plans are recorded below.

**Operations:**

Project	Is the project operational or capital?	Is the project Committee driven, Parking Staff driven or Council driven?	Can the project be accomplished in FY 13/14?	Prioritize the projects with 1 being the top priority.
Security of Lots, Operators, and Customers	Ongoing Operational – Some Capital	Staff driven	Yes	1
Inventory/Identify Alley Ways and Paseos, Assess Potential Improvements	Operational	DPC	Probably	2
BikeStation Operations	Operational	DPC/ Staff/ Council	Probably	3
Monthly permit parking program - Develop pilot for Lot 10 with new permit policies and/or variations	Operational	DPC/Staff Driven	Probably	4

# DOWNTOWN PARKING COMMITTEE MEETING MINUTES

FEBRUARY 14, 2013

Page - 4 -

Signage: construction, visibility of lots, ingress, structured lots	Temporary Signage – Operational Outdoor Signage for Structures – Capital	DPC/Council Driven (Coordinate with Grant House effort)	Unlikely to be completed but can be started in FY 14	5
Interior Parking Lot Directional Signage – Pedestrian Signage	Operational	DPC	Probably	6
Provide input for ongoing operational issues	Operational as needed	DPC	Yes	N/A
Depot Lot Campus – Revenue and Expense Questions, Develop Plan for REA Building	Capital	Staff/DPC	No	
Over flow parking for Ensemble Theatre Project, Louise Lowry	Capital	Council Driven	Unlikely	On hold

## Finance:

Project	Is the project operational or capital?	Is the project Committee driven, Parking Staff driven or Council driven?	Can the project be accomplished in FY 13/14?	Prioritize the projects with 1 being the top priority.
Reduce amount of expenditures not related to the Downtown Parking Program	Operational/Capital	Committee	Unknown	1
Enterprise Fund Possibility – Understand Structure	Operational/Capital	Committee	Unknown	2
Consider removal of employee bus pass program	Operational	Committee	Unknown	2.5
Advise staff on equity of PBIA	Operational	Committee	Yes	3
Consider alternate uses of Carrillo Commuter lot land – all or part	Operational/Capital	Committee	Unknown	4
Advise staff on the development of fee structures for Downtown Parking services	Operational, may need a consultant	Committee	No	Low
Thoroughly understand budget: Rev, Exp, Net, CIP, Reserve	Capital, zero cost	Committee	Yes, 80% complete currently	N/A

## Communications:

Project	Is the project operational or capital?	Is the project Committee driven, Parking Staff driven or Council driven?	Can the project be accomplished in FY 13/14?	Prioritize the projects with 1 being the top priority.
Inside Santa Barbara series (History, Inventory, PBIA, Staff & Maintenance, Commuter/Monthly, RPP)	Operational	Committee	Yes	1
Improved signage for surface and structure lots	Capital	Committee, Staff, Council Approval	No	2
Educating the public on how to use the parking system efficiently	Operational - Ongoing	Staff with Committee Input	Yes	3A

# DOWNTOWN PARKING COMMITTEE MEETING MINUTES

FEBRUARY 14, 2013

Page - 5 –

Focus Group/Survey of Users	Operational	Staff	Yes	3B
Real-Time Occupancy, mobile applications	Operational	Staff	Yes	4
Social media, mobile applications, real-time occupancy, internet outreach	Capital	Staff	Yes	5
Promote green parking – Park once, shuttle, commuters, Bikestation, sustainable maintenance, MTD partnership	Operational - Ongoing	Committee	N/A	6

## 10) ADJOURNMENT

The meeting adjourned at 11:47 a.m.