



DOWNTOWN PARKING COMMITTEE

MEETING MINUTES

Thursday, September 12, 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 (Chair)

Tom Williams

Bill Collyer (Vice-Chair)

Gene McKnight

Trey Pinner

Krista Fritzen

Attendance

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

Dion Tait, Parking Supervisor

Teri Green, Assistant Transportation Planner

Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

Randy Rowse, City Council

Deborah Schwartz, Planning Commission

OTHERS PRESENT:

Dr. Michael Cooper, Public

Ethan Shenkman, Public

3) **PUBLIC COMMENT**

Dr. Michael Cooper expressed concern regarding the exit of Lot 4, adjacent to the Don Q's building and ADA ramp. While exiting Lot 4, he said that drivers are unable to see up the sidewalk beyond the corner of the Don Q building which causes drivers to creep into the pedestrian path. He added that many people make a final glance left due to the one-way Chapala Street; however, there is often a bicyclist or pedestrian traveling from the right. He asked staff and the Committee to visit the site and consider options to allow drivers to safely exit Lot 4 and to give forewarning to bicyclists and pedestrians approaching the exit.

Ethan Shenkman noted that the Parking Program has experienced, in his calculations, a one million dollar surplus in revenues which is in 10% excess of the budget. He asked the Committee to look at the possibility of further decreasing the parking rates for ADA parkers and social security beneficiaries. He said that the Committee should explore the possibility of extending its advisory capacity beyond the borders of the parking lots out to the curbside. He said that ADA and Social Security beneficiaries need a better forum to communicate grievances to the City.

After the above comments, Mr. Shenkman read, verbatim, a portion of the Federal Social Security Act which is available on recording in the Downtown Parking Offices for further review and research. Internet links are provided below to view the Social Security Act. Mr. Shenkman finished by recommending that additional public comment be heard at the end of the agenda. Any member of the public wishing to have access to the audio recording of Mr. Shenkman's complete comments to the DPC can contact the Downtown Parking Offices at 564-5656.

[Social Security Administration](#)

[Social Security Act](#)

4) **APPROVAL OF THE MINUTES FOR THE MEETING OF AUGUST 8, 2013**

Motion: To approve the minutes from the meeting of August 8, 2013.

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

Yeas: 5 Nays: 0 Abstain: 0 Absent: 1 (K. Fritzen)
Motion Carries.

5) ANNUAL BOARDS AND COMMISSION RECRUITMENT

M. Hamilton notified the board of three vacancies for this recruitment period. Two current members, William Pinner and Krista Fritzen, began mid-way through a 4 year term. B. Allen informed the Committee that applications are due by 5:30 p.m. on Tuesday, October 8, 2013.

6) COTA COMMUTER LOT ACCESS CONTROL PROJECT

B. Beaudette presented an updated project analysis for the Cota Commuter Lot. With further data gathering, B. Beaudette said that staff estimates an annual payback of \$33,000 and a total of \$396,000 after 10 years which would cover the investment.

B. Collyer asked if the hang-tags would no longer be used. B. Beaudette confirmed. B. Collyer asked how staff would be able to sell more permits. B. Beaudette said that tighter controls on delinquent accounts would allow staff to sell permits as soon as a space opens. B. Collyer asked if parkers would still be allowed to use Lot 10 and Lot 11 as overflow. B. Beaudette confirmed.

T. Pinner asked how customers communicate to staff that the Cota Lot is full. B. Beaudette said that customers will call the office, speak with the kiosk operators, and notify the business owners that the Lot is full. B. Beaudette will then relay the information to the relevant operators and ask them to validate the tickets of Cota Lot parkers.

G. McKnight said that a 10 year payback may not be the best investment as this time and there may be other projects or investments that deserve attention.

T. Pinner commented that the issues of the Lot will not go away and staff will need to improve the Lot at some future date. Construction costs may rise as the project is delayed. Like G. McKnight, T. Pinner questioned whether there are more prudent projects to pursue at this time.

M. La Brie asked how the nearby vocational and educational schools use the surrounding lots. B. Beaudette said that Antioch and Brooks Institute are part-time students that either attend during the day or evening. Paul Mitchell students attend classes for most of the day and students choose to park in the lot, shuffle, or park farther out of the Downtown core.

B. Collyer asked for a quick walkthrough of the proposed operations of the Cota Lot. B. Beaudette said that subscribers would be issued a proximity card that would be displayed upon entrance and exit to lift the gates. The gates would remain down in the evening. There would be one entrance on Cota Street and two exits, one on Santa Barbara Street and one on Cota Street.

M. La Brie asked if there would be any changes to on-street parking. B. Allen said there would be no on-street parking changes.

T. Pinner asked if removing one of the exits would be a significant savings. B. Allen said no significant difference by removing one exiting lane.

M. La Brie said that more equitable distribution of fees for parkers in the Cota Lot area would allow for a quicker payback period. B. Allen said that there is a tradeoff between an aggressive payback period and the service level for parkers. Staff does not want to push users out of the Lot by attempting to reduce the payback period.

Motion: Accept and recommend that staff move forward with the Cota Lot Access Control Project as presented today, September 12, 2013.

Made By: T. Pinner **Second:** K. Fritzen

Yeas: 3 (La Brie, Pinner, Fritzen) Nays: 2 (Collyer, McKnight)

Abstain: 1 (Williams) Absent: 0

Motion Does Not Carry

B. Collyer asked if he should recuse himself due to his organization's use of the Cota Lot. B. Allen said that it is not necessary because the Committee is not voting directly on an item that would immediately affect his organization financially, nor is the item specific to his organization.

T. Williams asked if revenue will be collected through pay-on-foot stations. B. Allen said that it will be an option for staff to discuss and analyze at a later date. T. Williams said that it may be cost effective to install the stations upfront and not at a later date. B. Allen said that the infrastructure will be in place to connect the pay-on-foot stations.

7) CAPITAL RESERVES BALANCE AT FY 13 YEAR END

B. Beaudette presented the Downtown Parking Capital Reserves Chart. Assuming that the Parking Program expends and receives cash flows exactly as planned, the Program will fall below the mandated reserves policy in 2016. Staff uses the chart as a planning tool to give a conservative estimate of when a rate change may be necessary. M. La Brie asked if the decreasing reserves is the result of less net operating income that planned capital projects. B. Beaudette confirmed.

T. Williams asked if staff would be able to estimate the price elasticity of revenue. B. Allen said that it would require a substantial analysis to project the additional revenues from a rate change. T. Williams said that a rate change is the last resort for revenue generation and staff should explore other options.

B. Allen said that the Committee recommended a rate change in 2005 to cover increasing operational costs and to increase the reserves balance for future projects. The target numbers were never realized as planned so staff remains wary of a rate change.

Motion: To accept the capital reserves report.

Made By: T. Pinner **Second:** G. McKnight

Yeas: 5 Nays: 0 Abstain: 0 Absent: 0

Motion Carries

8) CREDIT CARD TRANSACTIONS AND FEES

M. Hamilton presented the FY 13 credit card usage report including the transaction, revenue, and fee totals for FY 11 and FY 12.

M. Hamilton said that the Parking Program is paying an effective rate of \$0.26 per credit transaction or 6% of each dollar collected. T. Williams asked if that is a good rate for credit card processing. B. Allen said that it is a fair rate for the services provided.

G. McKnight commended staff and previous committee members for the implementation of credit cards and the overall convenience provided to customers.

Motion: To accept the credit card report.

Made By: B. Collyer **Second:** T. Williams

Yeas: 5 Nays: 0 Abstain: 0 Absent: 0

Motion Carries

9) OPERATIONS UPDATE

Slurry Seal: Lots 7 and 13

V. Garza informed the Committee of staff's plans to perform pavement maintenance and slurry seal work to the entrance of Lot 7 and behind the REA building in Lot 13.

Lot 9 Projects: Painting, Elevator Modernization and Deck Coating

V. Garza said that elevator modernizations are scheduled for the elevator cabs at Lot 9. Cameras will be installed in the elevators and in the interior of the garage. Staff is also planning to apply a protective deck coating to the mid-level of Lot 9.

10) ADJOURNMENT

The meeting adjourned at 8:50 a.m.