

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
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