

Downtown Parking Committee Retreat

Facilitation Ground Rules

1. Start on time/end on time
2. Respect the speaker
3. Liaisons can float between subcommittees
4. DP Staff observes only and is not an active participant in the discussion.
DP Staff is available to answer questions if necessary
5. Each table will have a "Parking Board" to note ideas that are of great value but not pertinent to the discussion
6. Public comments/opinions are welcome by way of an "Idea Table," which is available at the back of the room to jot down ideas should they surface during the break-out discussions

Downtown Parking Committee Retreat Communications & Operations Subcommittee

Subcommittee Goals

This was a brainstorming session to express the goals of each committee member

Participants

Planning Commissioner Deborah Schwartz
Gene McKnight
Kate Schwab
Sean Pratt
Matt LaBrie

Communication Goals

- Branding (RE) by way of social media, press releases
(Create a slogan – e.g. Park Once, or Park Here – Walk There)
- Website Modifications
- Update the City Parking Map & cross reference it with all Visitor Center Maps
- Enhance Strategic Collaboration with other organizations and businesses (e.g. Downtown Organization, Chamber of Commerce, Film Festival as well as food establishments, theatre goers, etc.)
- Clear Concise messaging (one possible catch phrase is “Park Once”) in locations like the downtown/waterfront shuttle, MTD

Operation Goals

- Security in Lots
Perception = Reality (e.g. Lot 10); consistent signage where cameras are present
- Paseo/Walkway Identification (e.g. Lot 4 & Lot 9)
- Directional/Access Signage
On & Around all parking lots
Interior/Exterior signage
- Parking Statistics
- Lot 5/LLD/Loss of Arlington Parking
- Parking Impact Monitor South of the 101 (*goal – not an action item*)
 - March 6, 2014 will begin the discussions of the LCP Updates – pay attention to this for all parking related matters
 - Review the La Entrada Conditions of Approval for specifics on public parking

Com/Ops Subcommittee Priorities (*in order of preference*)

1. Security *and* Updated Parking Map to cross reference w/Visitor Center resources
(4 votes each)
2. DTP Branding & Messaging (Slogan – Park Once) *and* Enhancing Strategic Collaboration with other Organizations and Businesses
(2 votes each)
3. Directional Signage *and* Paseo/Walkway Identification
(1 vote each)

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Communications & Operations Subcommittee

Highlights of Downtown Parking

Participants

Planning Commissioner Deborah Schwartz

Gene McKnight

Kate Schwab

Sean Pratt

Highlights Identified by the Subcommittee

- Granada Garage Pay in Advance (KS)
- Lot Proximity to downtown events – know it is ok to park once and walk 1 block (KS)
- SB has the most beautifully hidden and designed parking structures (GMcK)
- SB's Lot Operators are the BEST – very nice & very WELL trained! (GMcK)
- SB's low cost to park makes visitors happy (SP)
- The quantity of parking lots and parking structures makes for plentiful parking in the downtown district (SP)
 - Side note is that a big question received by Film Festival guests is “*Where do I park?*”
- Safe, clean & convenient parking is important!

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Presentation of Materials

Participants

Planning Commissioner Deborah Schwartz
Gene McKnight
Kate Schwab
Sean Pratt

Ideas for a Good Presentation

- Good Music (KS)
- Celebrity voice over - *she referenced the Muppets and their appeal to varied generations and demographics* (DS)
- Branding is IMPORTANT – highlight the inventor, openness, friendliness of our parking lots/staff (DS)
- Must be good quality and the technical side must be valuable – cute is ok but if good quality then people will remember (SP)
- Need a parking slogan (SP)
- Study other cities (such San Francisco, Santa Monica, Las Vegas) and compare Santa Barbara's value - *financially, safety, staffed kiosks versus pay stations* (GMcK)
- Kiosk"iteers" with a friendly, helpful &/or strong message (e.g. Have a great day!"")
- Team up with Visit Santa Barbara and the Downtown Organization for a good quality and strong delivered message (DS)

Why did a segment stand out?

- It has been part of an Episode (KS)
- Pop up opera – something fun and different (KS)
- Insight into the community in; something along the lines of Living Local where all that Santa Barbara is/does/provides is highlighted all sectors - e.g. light manufacturing, arts & entertainment, etc. (DS)
- Inside Santa Barbara - could be silly city commercials to get the attention of the viewer
- Need a bi-lingual public education campaign on key/major policy matters
- Geared towards tourists (GMcK)
- Created as an easy/light way to deliver a message.

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Thoughts on how to translate ideas to other forms of communication

Participants

Planning Commissioner Deborah Schwartz

Gene McKnight

Kate Schwab

Sean Pratt

Ideas

- Good Music (KS) Ability to upload to various locations/websites (DS)
- Promotion to lure customers and patrons (KS)
E.g. CEC “carrot-mob” at coffee cat (Green Business)
Humor to relay messages; visuals to make locations known
- Other visuals/maps; poor signage + back-loaded parking lots (*e.g. the lots are not accessed off state street*) + no left turns on State St. = tourists unable to find &/or get our parking lots (GMcK)
- City E-Newsletter (link to City Parking information on right side bar)
- Mailer in Water Bill
- How do you draw people to the website – “kioskiteer” Q&A (SP)
- “Who’s Parking in SB Lots?” (DS)
Know the audience to strategically create a marketing message
Website connection to visitor tab
Link parking to other promotional activities in the area (e.g. Film Festival, Fiesta, Downtown Organization, any big event in Santa Barbara)
- DTP Website – Map MUST be on landing page
Map MUST work on a mobile application
Option to click and print PDF
Map must have landmarks prominently shown on it
DTP Website & Map to offer real time counts (modernize to make interactive)
DTP Map should have photos to identify the locations
- Links to MTD
- Confirm maps at visitors center that are given to the public are accurate with DTP Info
- Message: Locals should feel safe and secure; locals should be ok to pay to park instead of play the parking switch game – “SB offers safe, convenient and clean parking at a low cost”

Downtown Parking Committee Retreat

Finance Subcommittee

Thoughts on Effective Communication

Participants

Planning Commissioner John Campanella
Council Member Randy Rowse
Trey Pinner
Matt LaBrie
Bill Collyer
Browning Allen

List Methods/Locations of Interactions with Decision Makers

- In person discussing City planning initiatives, e.g. General Plan.
- At public meetings like DPC.
- One-on-One in person.
- Random occurrences, bump into people while out of office.
- Podium speaking at different events.
- Intentional meetings with invitations sent ahead of time.

Do you think your message was received? How did you know?

- Yes it was received because the conversation was fluid and agreeable.
- Yes it was received because action was taken, although the decision may be made against them.
- Yes it was received because the conversation was structured and the message was delivered three different ways (repetition).
- No it was not received because the other party was incorrectly paraphrasing my talking points.

What is a good way to communicate with Council?

- Know the strengths and history of the individual Council Members.
- Give them time to contemplate the message. An email is good because it allows the Council member to think and respond in time, they aren't expected to give an answer right on the spot.
- If you are bringing two members to a Committee, choose members that have complementary knowledge sets. For example, Trey and Sean may go to meet with a Council Member as opposed to Trey and Matt, both of which come from a property management and investment background.
- Explain the materials you are leaving with the Council member. It is not enough to give out a spreadsheet or letter without a quick primer on the material. "This is a letter that details our position on x, y, and z". "This spreadsheet shows the parking budget without the DO transfer and here is the effect in the following years."
- Follow up.

- Recruit stakeholders to also carry the message.
- Explain the nexus between a thriving downtown area and a consistent, well-run parking system to the new or uninformed Council members. Link your messaging to larger City themes that are important to Council. “Less expenses that flow out of downtown parking, the more money there is for important capital items such as security cameras or paseo improvements.”

What is a good way to communicate with the Community?

- Discuss the history of the La Cumbre Mall, free parking, and the Park-Once concept.
- Pose scenarios for community members. “If we were to sell of the parking lots, it is possible that there would be 12 lots with 12 different rate structures.”
- Discuss the PBIA and the long standing partnership that provides for a free period. If they are a business owner, remind them of their contributions and benefits from the PBIA.
- Discuss the importance of personable lot operators that provide great customer service aka “ambassadors” of the City.
- Convey the value of a unified system.

Parking Board

- State of Affairs, a message from the Chair on the Parking webpage.
- Each calendar year, meet with each Planning Commissioner and Council member at least once.
- South of 101 Planning.